



## *Census Data for Businesses*

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# Agenda

- Importance of Census Data
- Censuses, Surveys and Estimates
  - Social, Economic, Demographic, Housing Data
  - Economic Programs Data
  - Other Resources
- Selected ACS city-level characteristics
- Census Data Tools and Apps

# Demographic Data



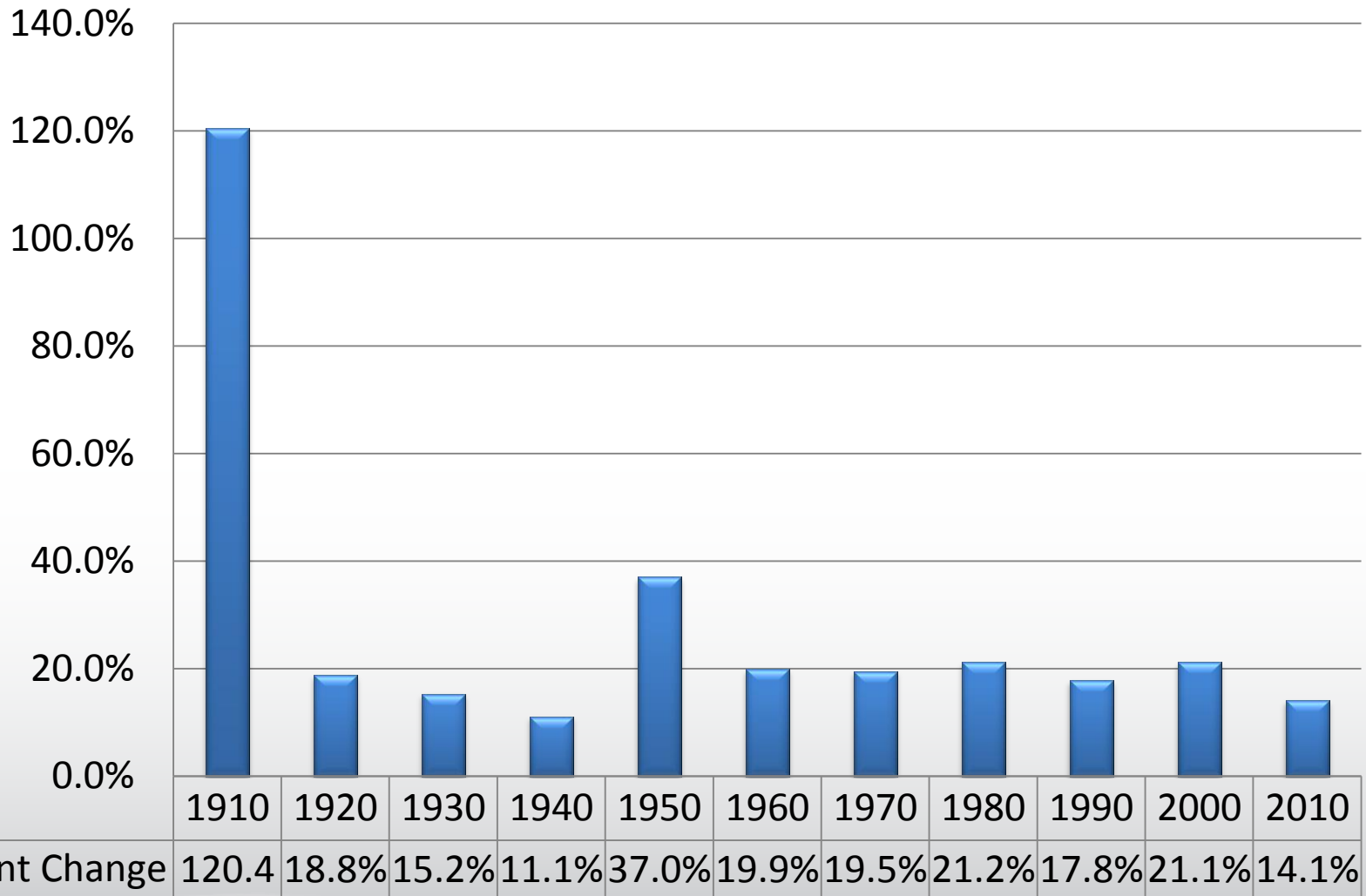
- **Decennial Census**
- American Community Survey (ACS)
- Population Estimates Program

# Decennial Census

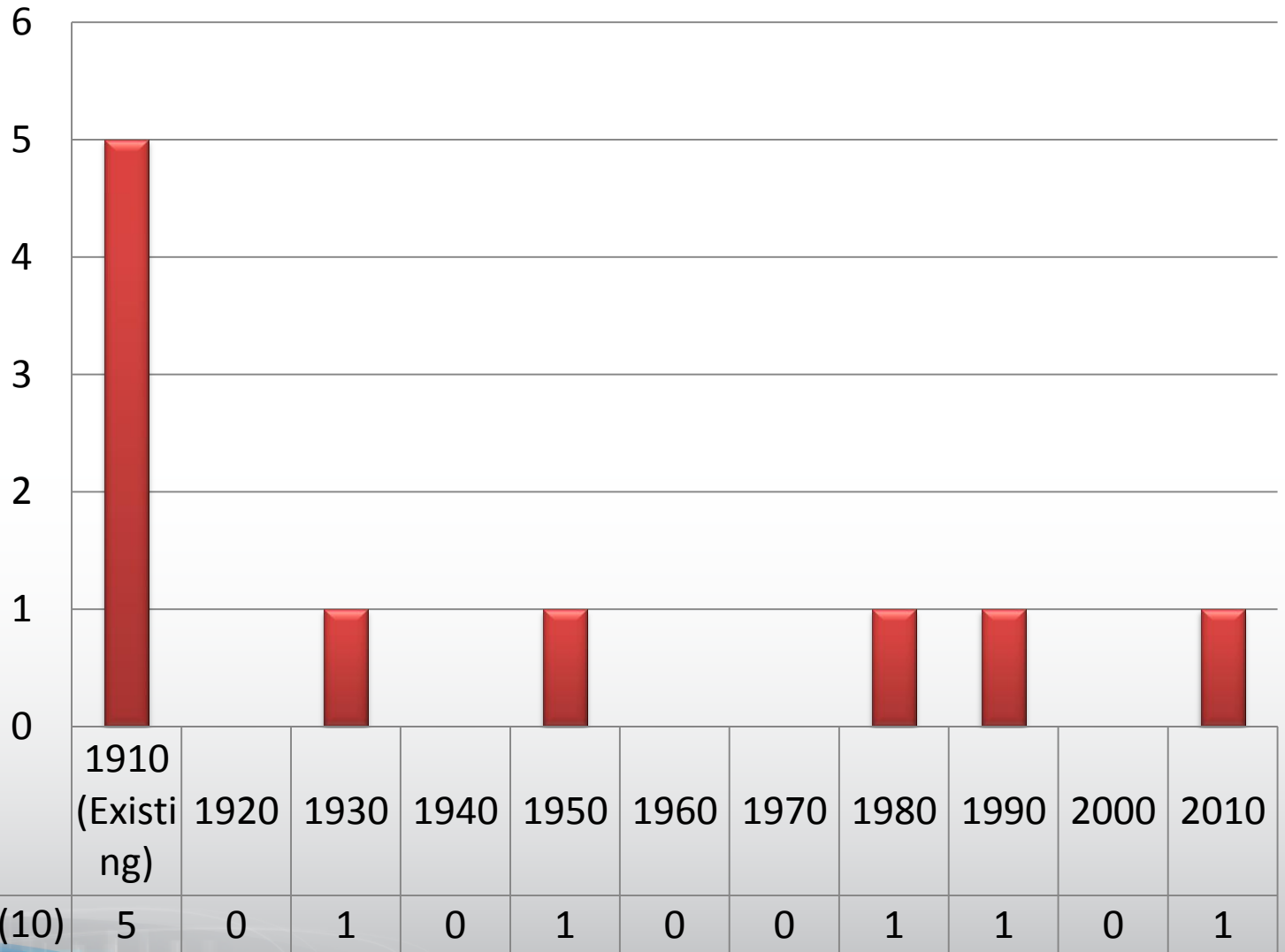
- Constitutional Mandate
  - *Article 1, Section 2*
  - 23 Censuses since 1790
- Congressional Reapportionment
- Redistricting
- Data is used to distribute federal funds



# Washington Resident Population Percentage Change

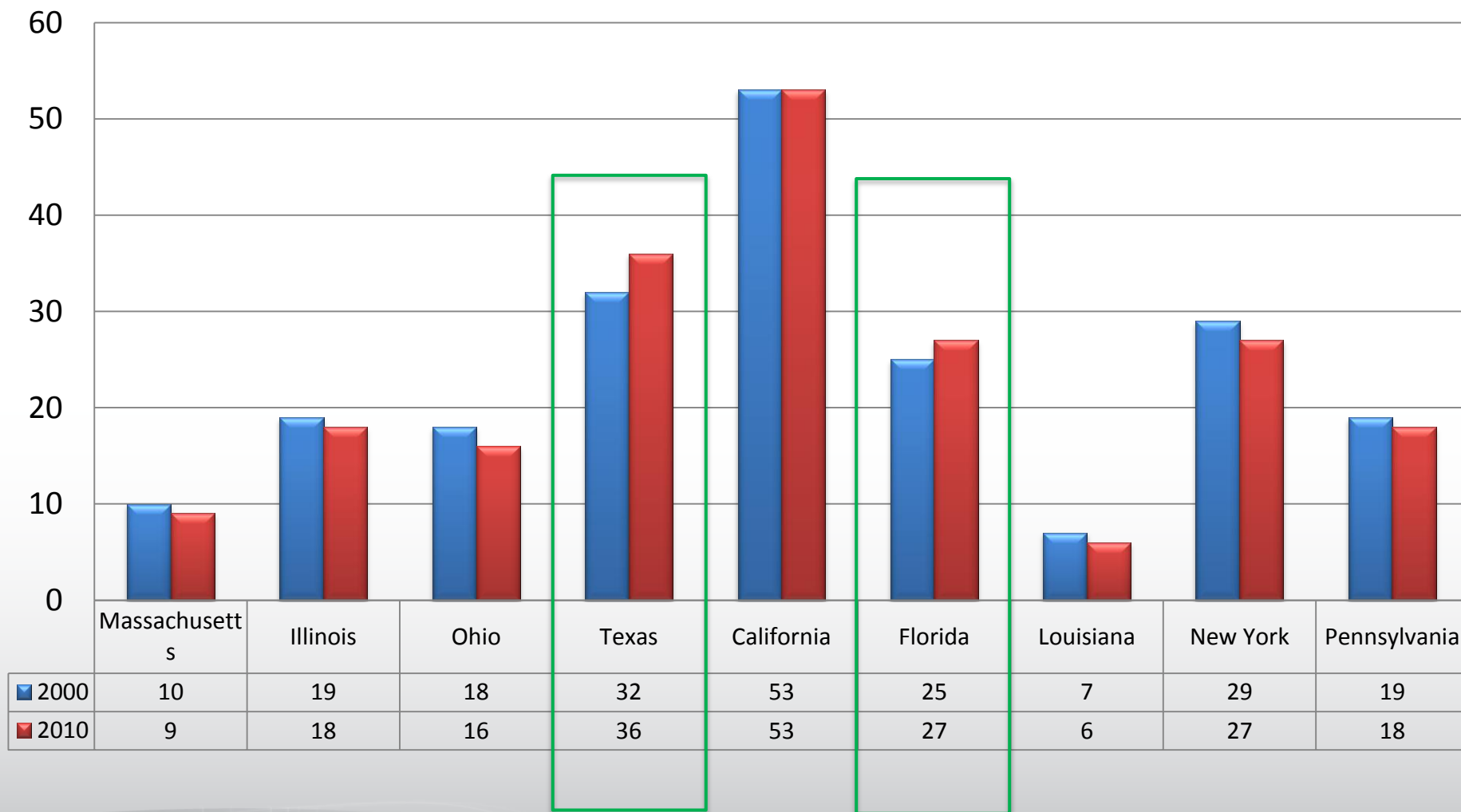


# Congressional Apportionment



■ Washington (10)

## Congressional Seats Apportionment

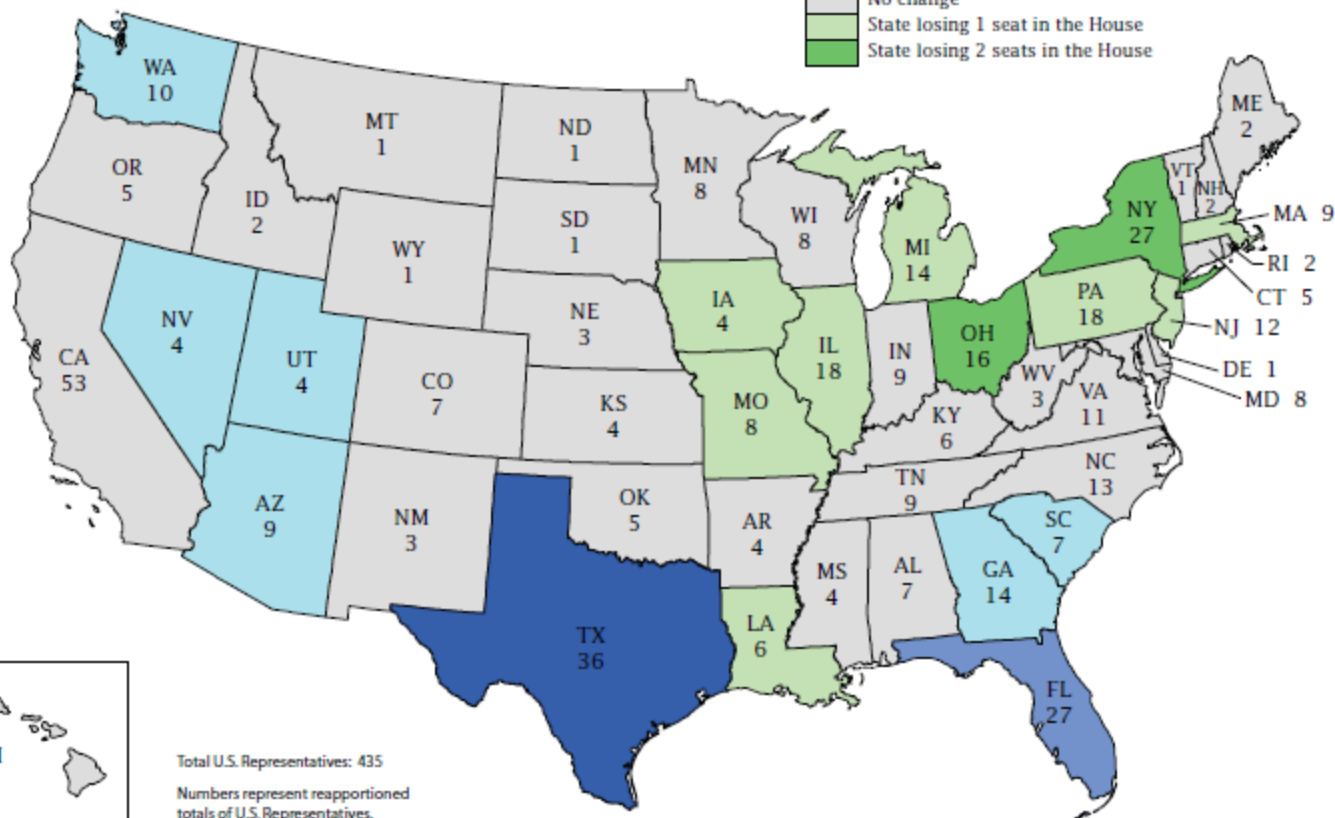


## Apportionment of the U.S. House of Representatives Based on the 2010 Census



Change from 2000 to 2010

- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House



Total U.S. Representatives: 435  
Numbers represent reapportioned totals of U.S. Representatives.

U.S. Department of Commerce

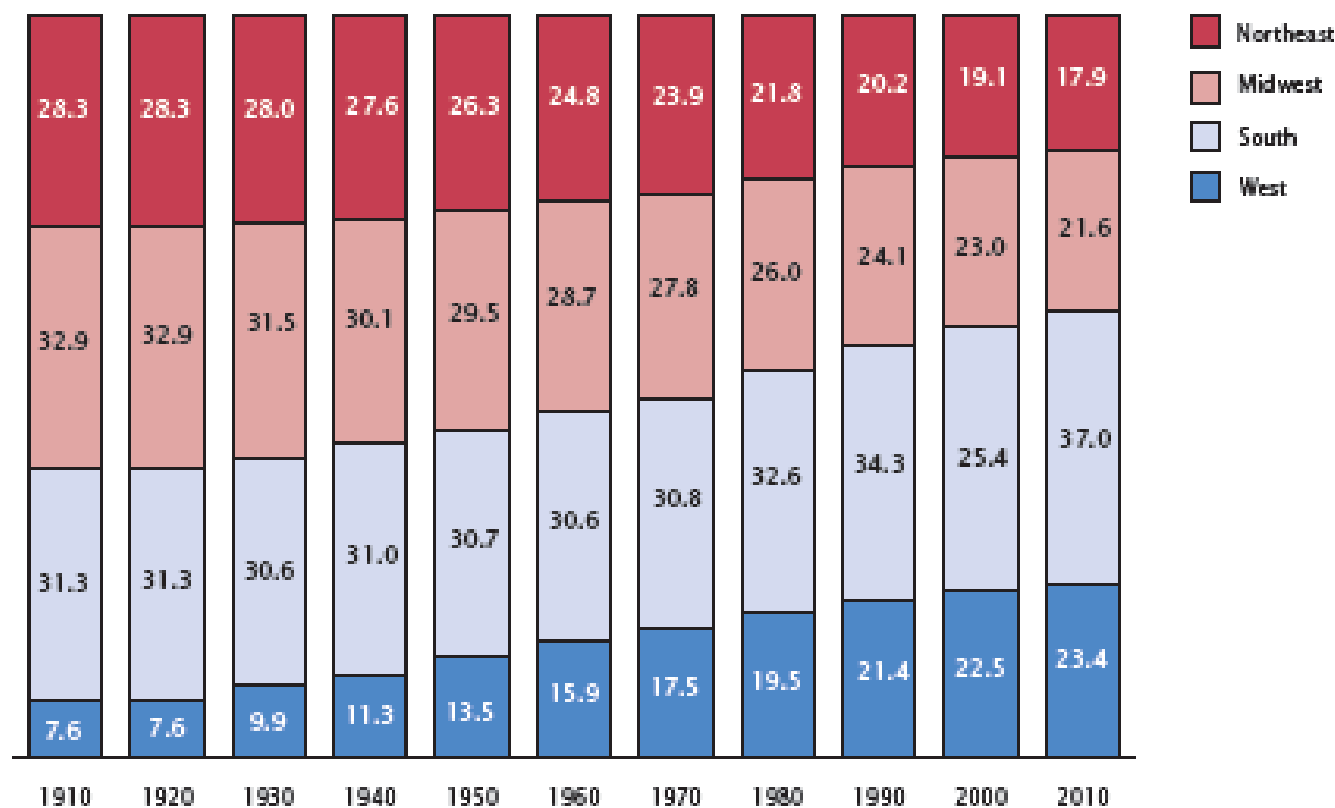
USCENSUSBUREAU  
Helping You Make Informed Decisions



Figure 2.

### Percentage Distribution of Seats in the U.S. House of Representatives by Region: 1910 to 2010

(For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/prod/cen2010/pl94-171.pdf](http://www.census.gov/prod/cen2010/pl94-171.pdf))



Sources: U.S. Census Bureau, 2010 Census at [www.census.gov/population/apportionment](http://www.census.gov/population/apportionment); and 2000 Census of Population and Housing, Population and Housing Unit Counts, United States Summary (PHC-3-1, Part 1), Table 3.

# Demographic Data



- Decennial Census
- **American Community Survey (ACS)**
- Population Estimates Program

# ACS History

1940-2000

- Decennial Census: Short Form & Long Form

2005

- American Community Survey Replaces Decennial Long Form

2010

- Decennial Census: Short Form Only

# Differences Between Decennial Census and ACS

## Census

Every 10 Years

100 Percent Data

Official Count

Point In Time  
(April 1<sup>st</sup>)

## ACS

Yearly

Sample Data (3.5 million  
year/291K monthly)

Estimates  
(trends/comparisons)

Period of Time  
(1yr, 3yr, 5yr)

# ACS Period Estimates

## 1-Year Estimates

- Geographies of 65,000 or more

## 3-Year Estimates

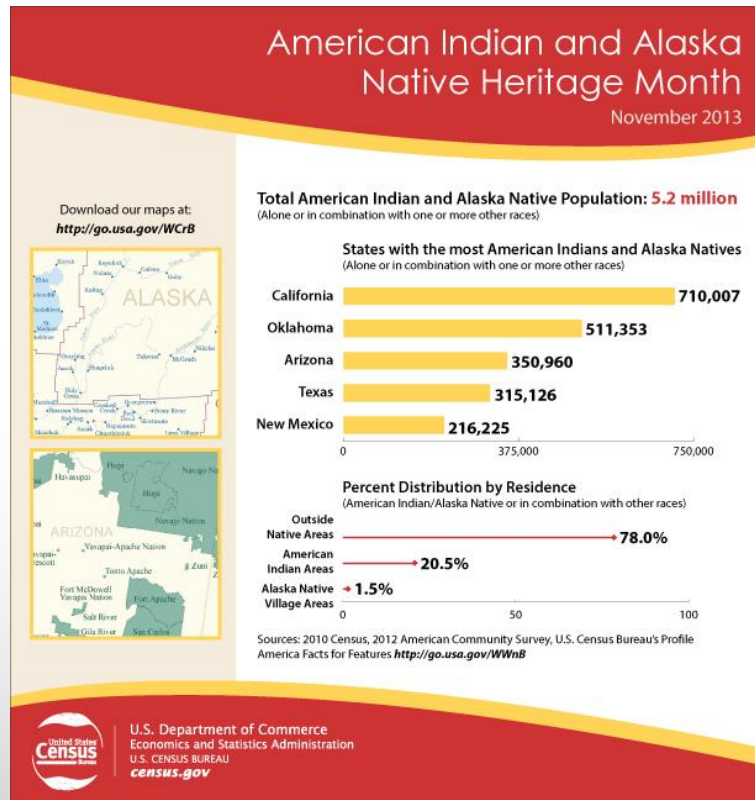
- Geographies of 20,000 or more

## 5-Year Estimates

- All geographies

# American Community Survey

## Demographic Characteristics



- Age
- Race
- Sex
- Hispanic Origin

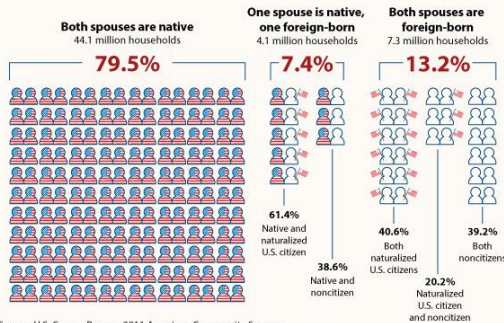
# American Community Survey

## Social Characteristics

### Married-Couple Households by Nativity and Citizenship

Out of 55.5 million married-couple households in the United States ...

 = 500,000 households



Source: U.S. Census Bureau, 2011 American Community Survey

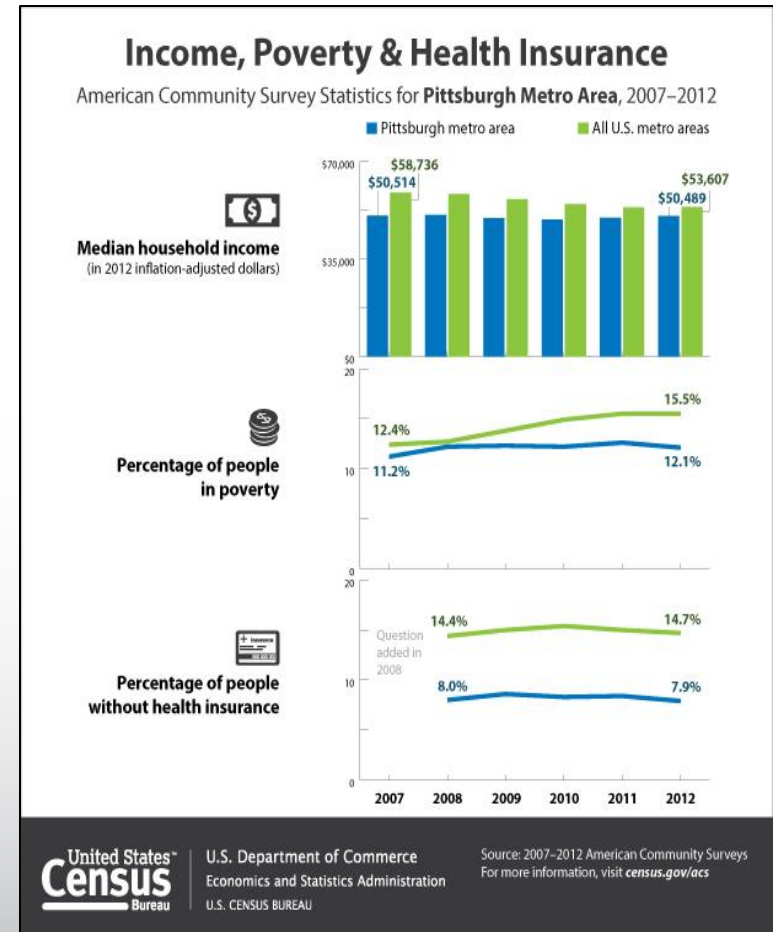
United States  
Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

- Education
- Marital Status
- Fertility
- Grandparent/ Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation

# American Community Survey

## Economic Characteristics

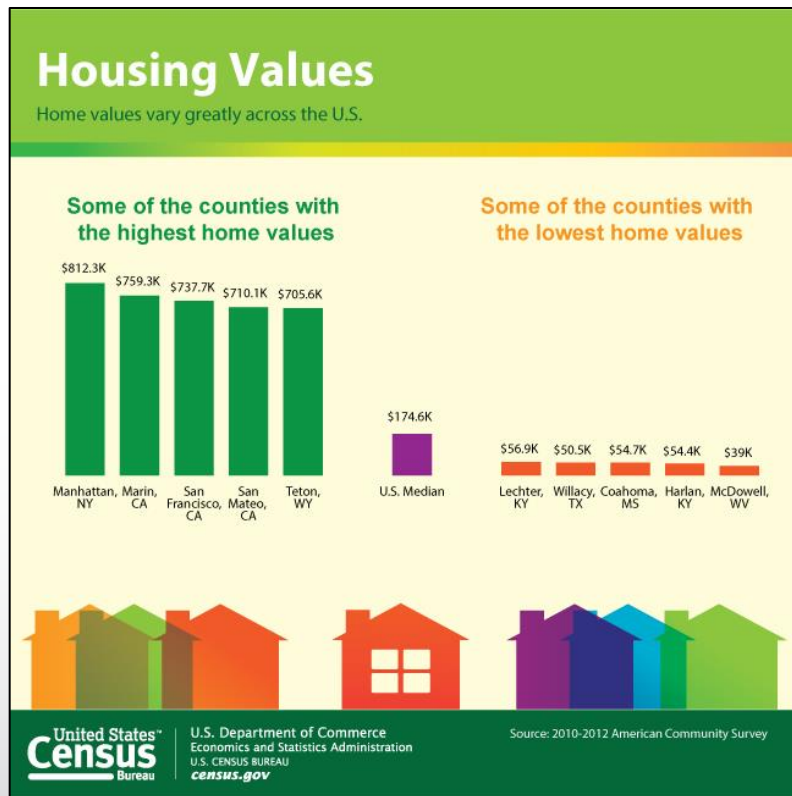
- Income
  - Social Security Income
  - Retirement Income
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work
- Health Insurance
  - Medicare
  - Medicaid





# American Community Survey

## Housing Characteristics



- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent

# ACS Data Products

## Annual Releases with Population Thresholds

Data Product (next release)	Population Threshold of Statistical Area	Year of Data Release									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
		Year(s) of Data Collection									
1-Year Estimates (September)	65,000 +	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
3-Year Estimates (October)	20,000 +			2005 - 2007	2006 - 2008	2007 - 2009	2008 - 2010	2009 - 2011	2010 - 2012	2011 - 2013	
5-Year Estimates (December)	All Areas *					2005 - 2009	2006 - 2010	2007 - 2011	2008 - 2012	2009 - 2013	2010 - 2014

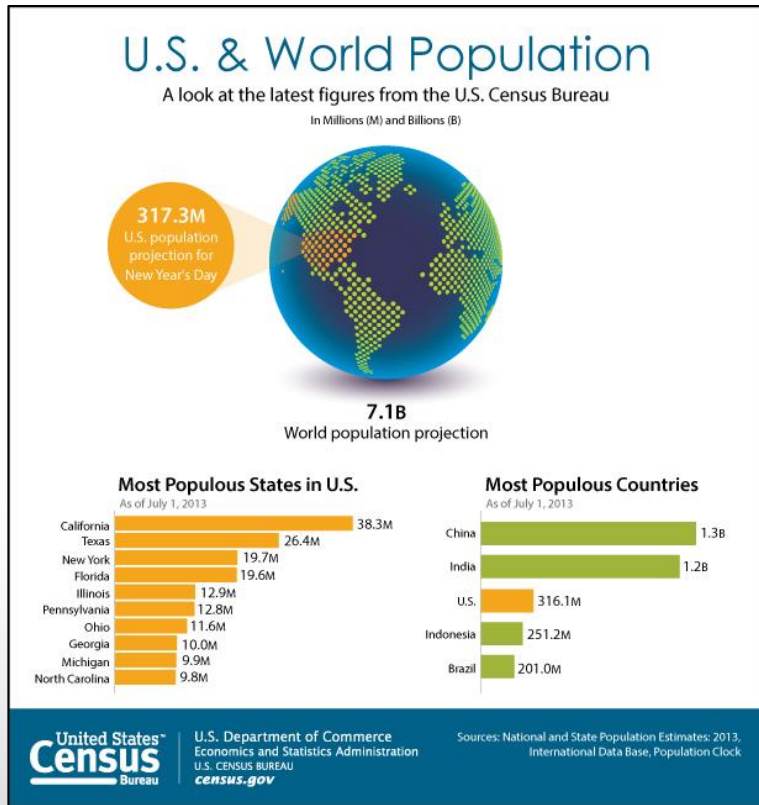
\* All Areas = All legal, administrative, and statistical geographic areas down to the block group level.  
Zip Code Tabulation Area (ZCTA) estimates first became available in 2012, with the 2007 – 2011 estimates.

# Demographic Data



- Decennial Census
- American Community Survey (ACS)
- **Population Estimates Program**

# Population Estimates



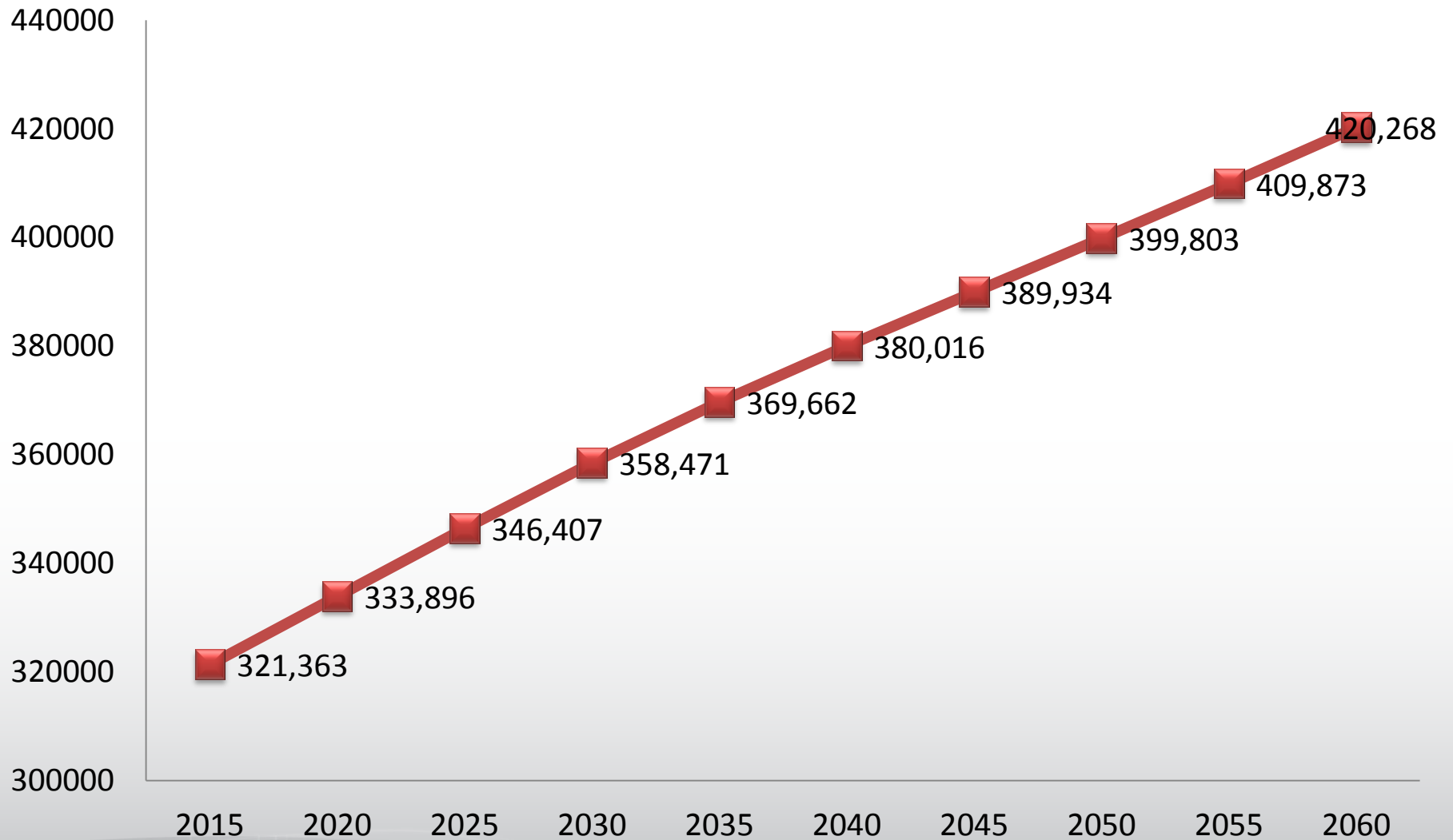
- Population totals available for the United States, states, counties, places and Puerto Rico
- Components of change available for nation, states and counties
- Based on births, deaths and migration

# Population Estimates

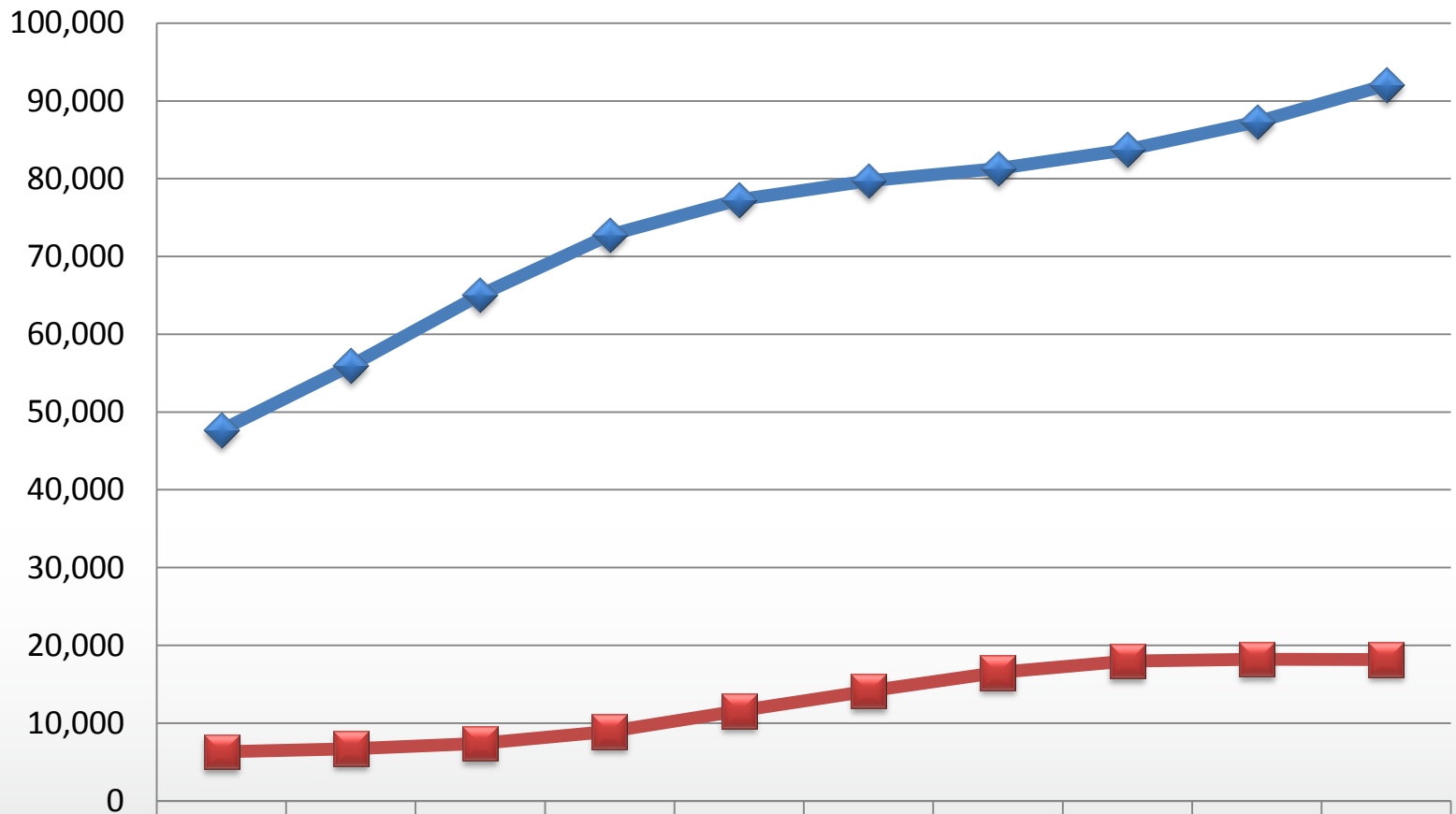
## Current Estimates Data

- Population counts
  - Nation - - age, sex, race, and Hispanic origin
  - States - - age, sex, race, and Hispanic origin
  - Counties - - age, sex, race, and Hispanic origin
  - Incorporated places - - total population only
- Housing unit counts
  - States
  - Counties

## US Population Projections



## Older Population (in thousands)



	2015	2020	2025	2030	2035	2040	2045	2050	2055	2060
<span style="color: blue;">◆</span> .65 years and over	47,695	55,969	65,052	72,774	77,315	79,719	81,288	83,739	87,309	92,033
<span style="color: red;">■</span> .85 years and over	6,306	6,693	7,389	8,946	11,579	14,115	16,512	17,978	18,201	18,187

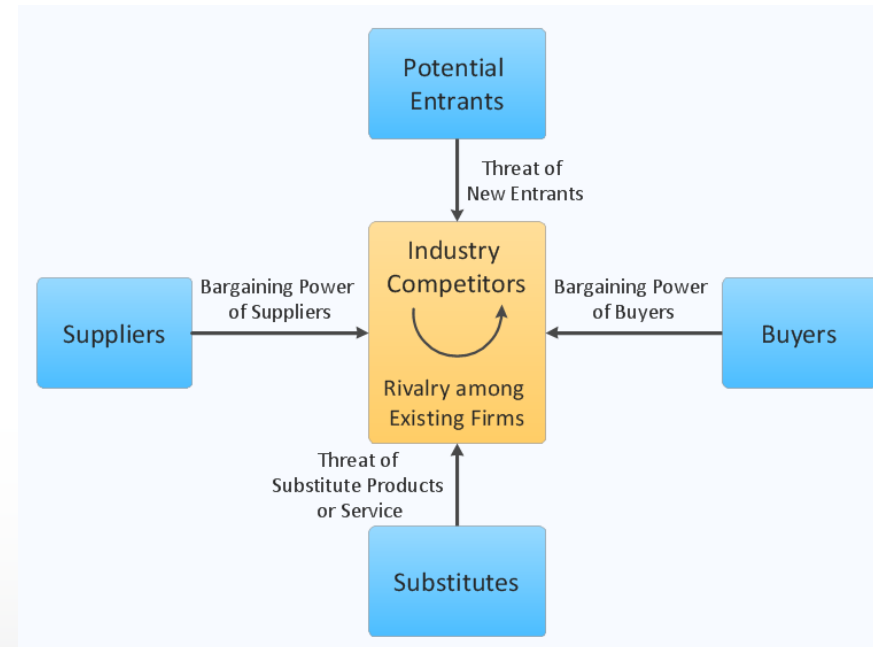
# Overview

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- **Censuses, Surveys and Estimates**
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  - **Economic Programs Data**
  - Other Resources
- Selected ACS city-level characteristics
- Census Data Tools and Apps

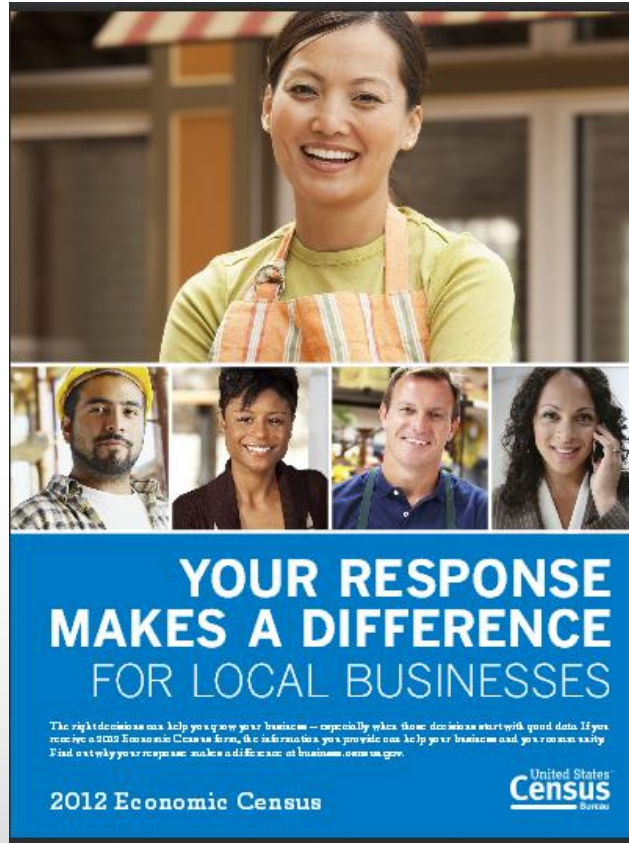


# Economic/Business Data

- 2012 Economic Census
  - Advance Report
- County Business Patterns (2012)
- ZIP Code Business Patterns (2012)
- Survey of Business Owners (2015)
- Nonemployer Statistics (2012)
- Local Employment Dynamics



# Economic Census



- Conducted every five years (years ending in 2 and 7)
- Provides information economic information down to the zip code level

# 2012 Economic Census Data Release Schedule

	2014				2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Economic Census of the United States</b>												
Multi-Sector												
Mining												
Utilities <sup>[2]</sup>												
Construction												
Manufacturing												
Wholesale Trade												
Retail Trade <sup>[3]</sup>												
Services <sup>[1]</sup>												
<b>Economic Census of the Island Areas</b>												
Annual Survey of Manufactures												
Commodity Flow Survey												
County Business Patterns												
Nonemployer Statistics												
Survey of Business Owners												

[1]: Combination of sectors: 51, 54, 55, 56, 61, 62, 71 and 81 (This is for services) [2]: Combination of sectors: 22,48-49,52, 53 (This is for Utilities & Finance)[3]: Combination of sectors: 44-45,72 (This is for Retail Trade)

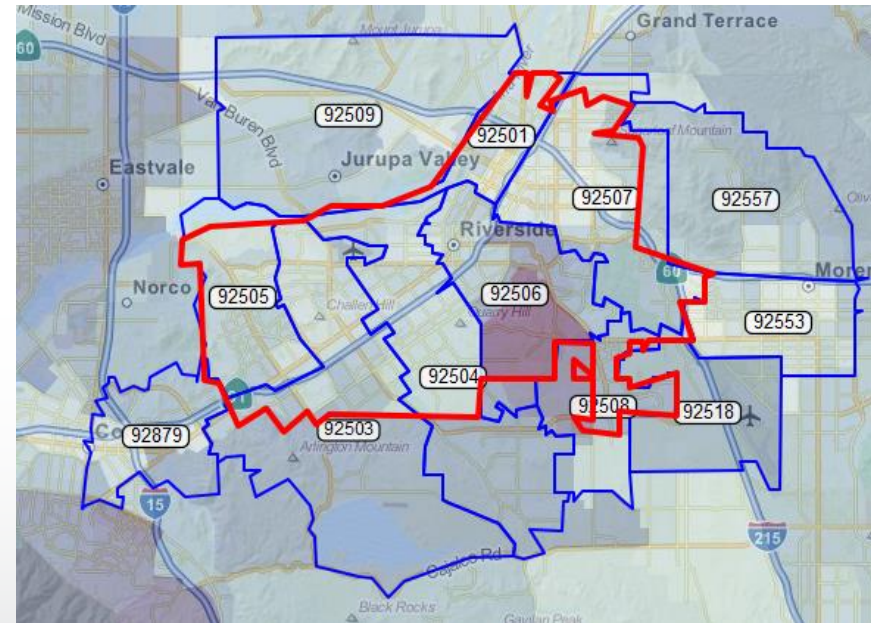
# County Business Patterns (CBP)

- Annual release
- Includes several variables:
  - Number of paid employees
  - Payroll (first quarter and annual)
  - Total establishments
    - Establishments by number of paid employees
- Does **not** include:
  - Nonemployer statistics
  - Revenue or sales



# Zip Code Business Patterns

- Release shortly after CBP
- It provides the number of by employment –size classes
- Detailed by industry in the U.S.



# Zip Code Business Patterns

Data Products	Tentative Release Dates
Woman-Owned Business	June 2015
Hispanic-Owned Business	July 2015
Black-Owned Business	August 2015
American Indian and Alaska Natives-Owned Business	September 2015
Asian-Owned Business	October 2015
Native Hawaiian and Other Pacific Islanders-Owned Business	October 2015
Veteran-Owned Business	November 2015
Company Summary	December 2015
Characteristics of Businesses	December 2015
Characteristics of Businesses Owners	December 2015



# Nonemployer Statistics

- Provides subnational economic data for businesses that have no paid employees
- Most non-employers are self-employed individuals operating unincorporated businesses (known as sole proprietorships)



# In Summary

Economic Programs data from the Census Bureau can be an invaluable source of information in a business plan to measure:

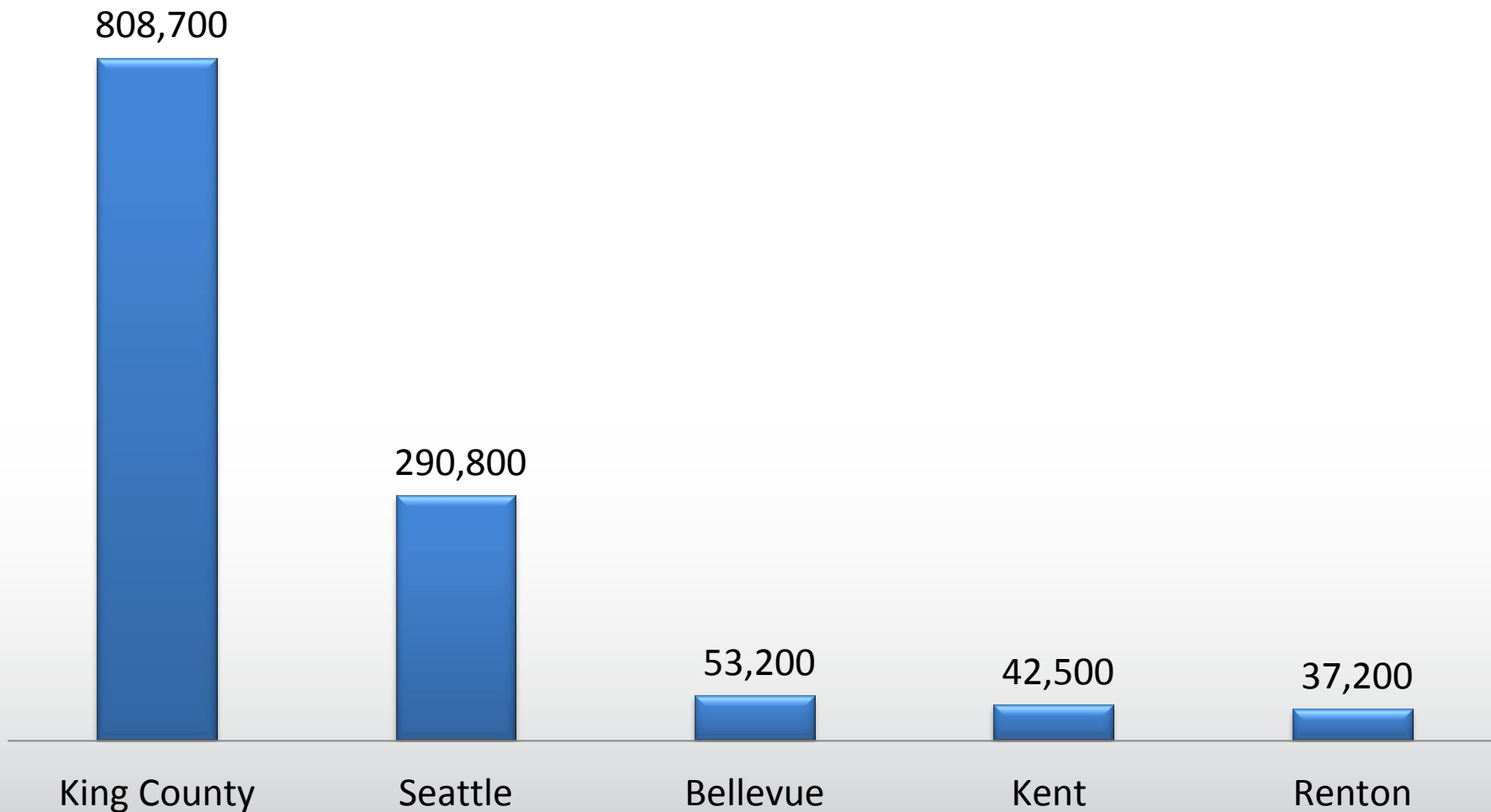
- The target **market** of a business
- The overall health and composition of the **industry** and competing businesses
- The impact of **complementary businesses** on the location of the business
- The roll that business **suppliers** can have on the location of a business



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- **Selected ACS city-level characteristics**
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## Households

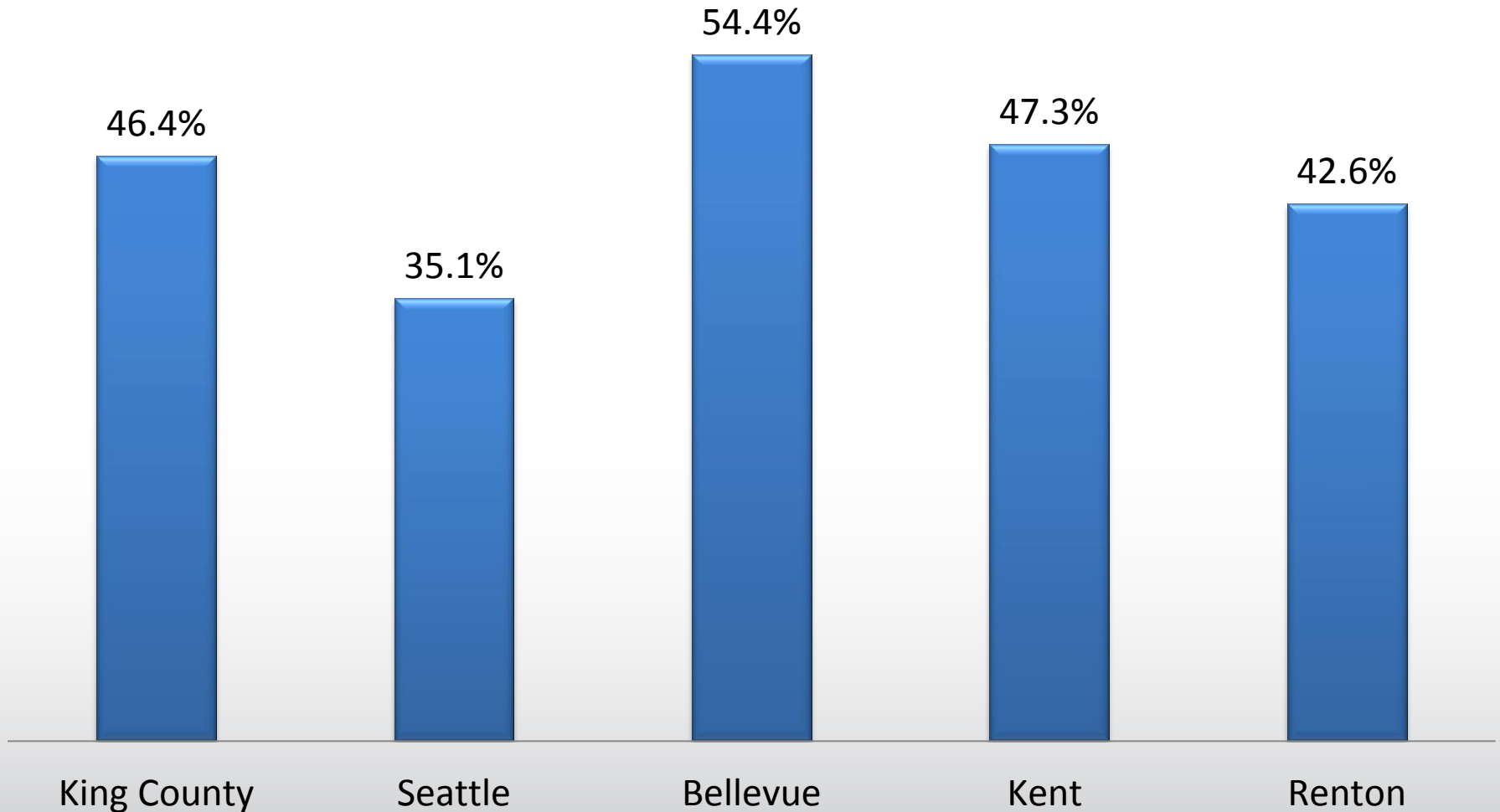


Source: American Community Survey 5-Year Estimates 2010-2014

# ► Scenario 1: Which City has the largest % Married Couples?

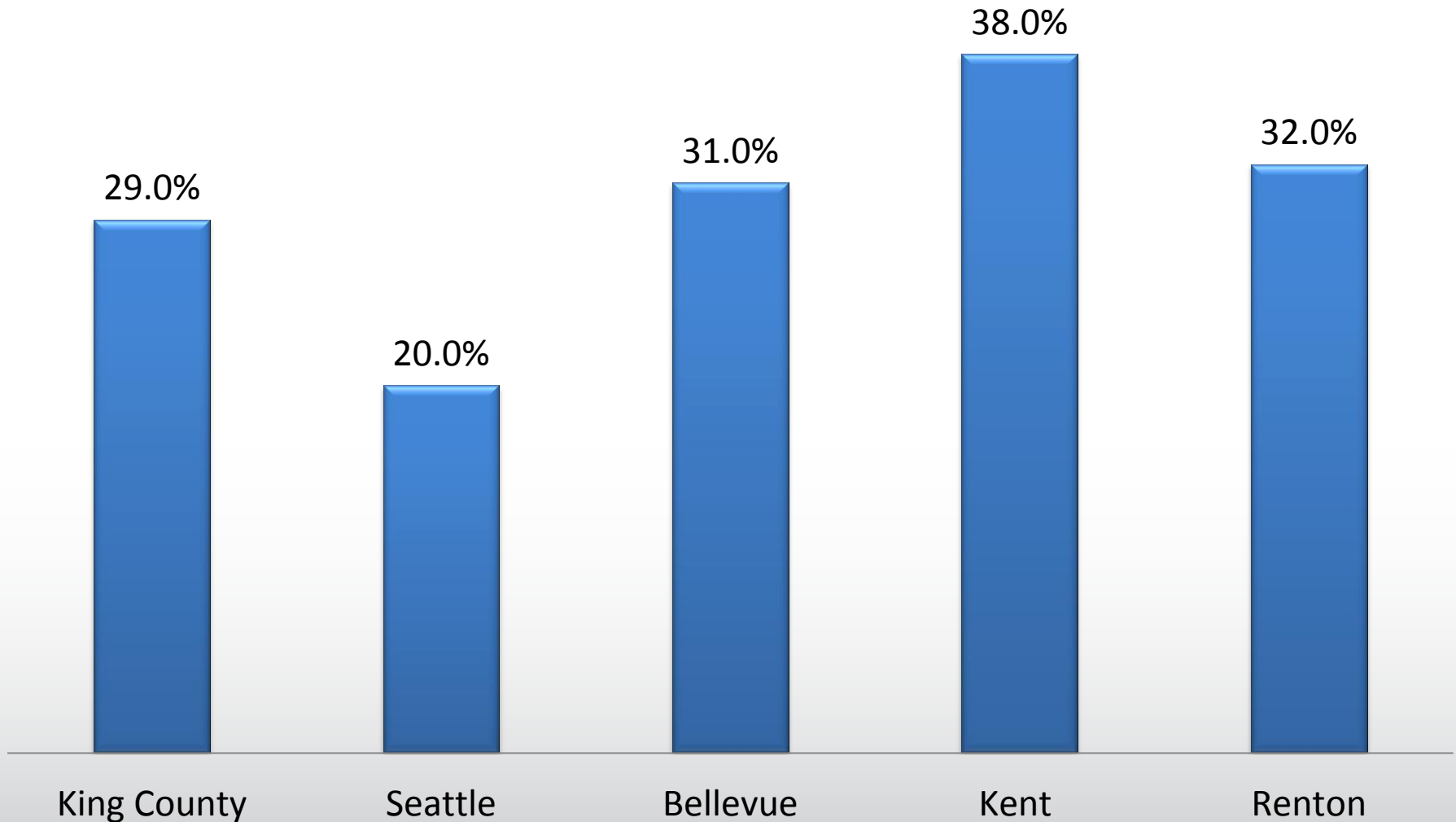
- Seattle
- Bellevue
- Kent
- Renton

## Married Couples



Source: American Community Survey 5-Year Estimates 2010-2014

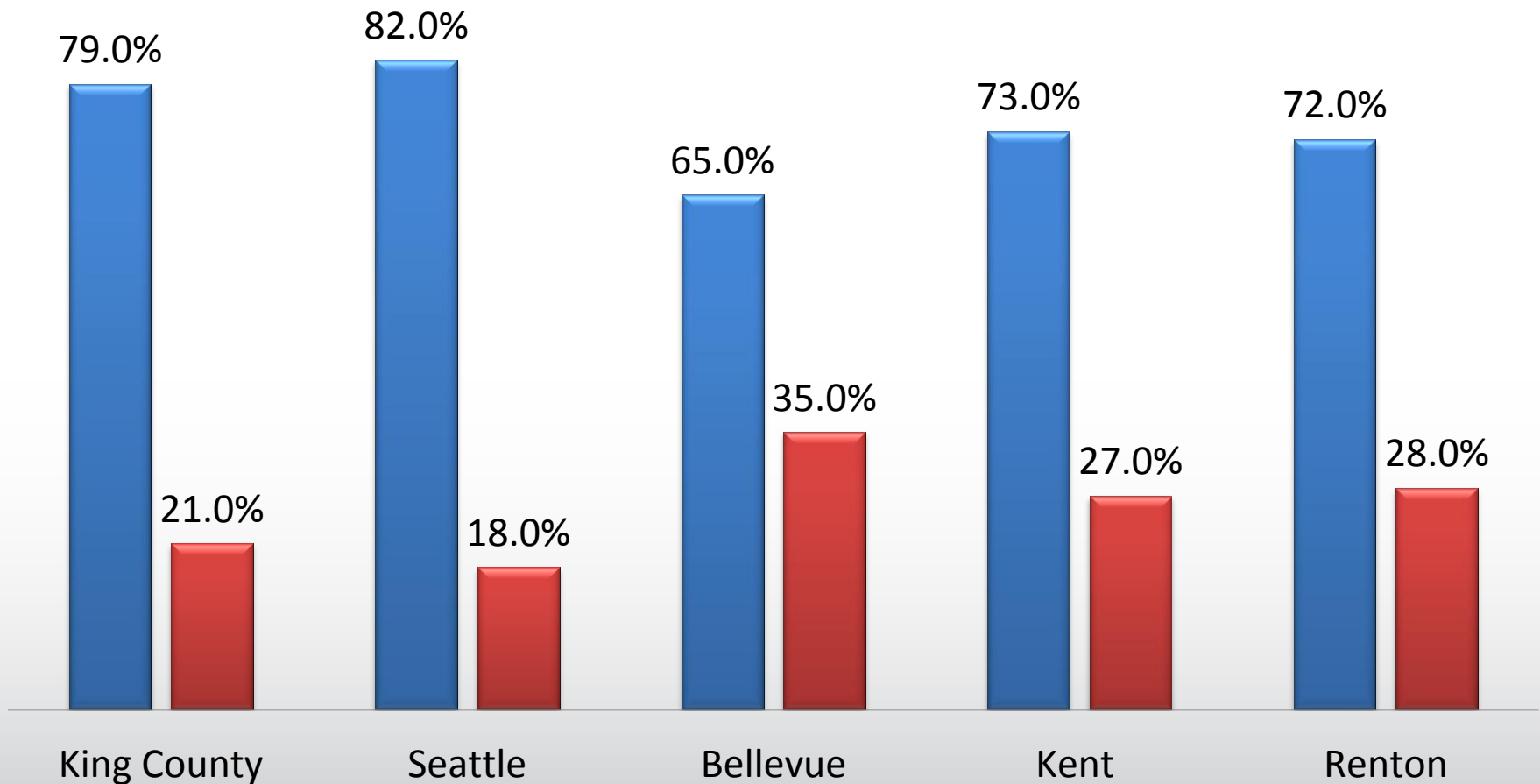
## Households with Children <18 yrs. Old



Source: American Community Survey 5-Year Estimates 2010-2014

## Place of Birth

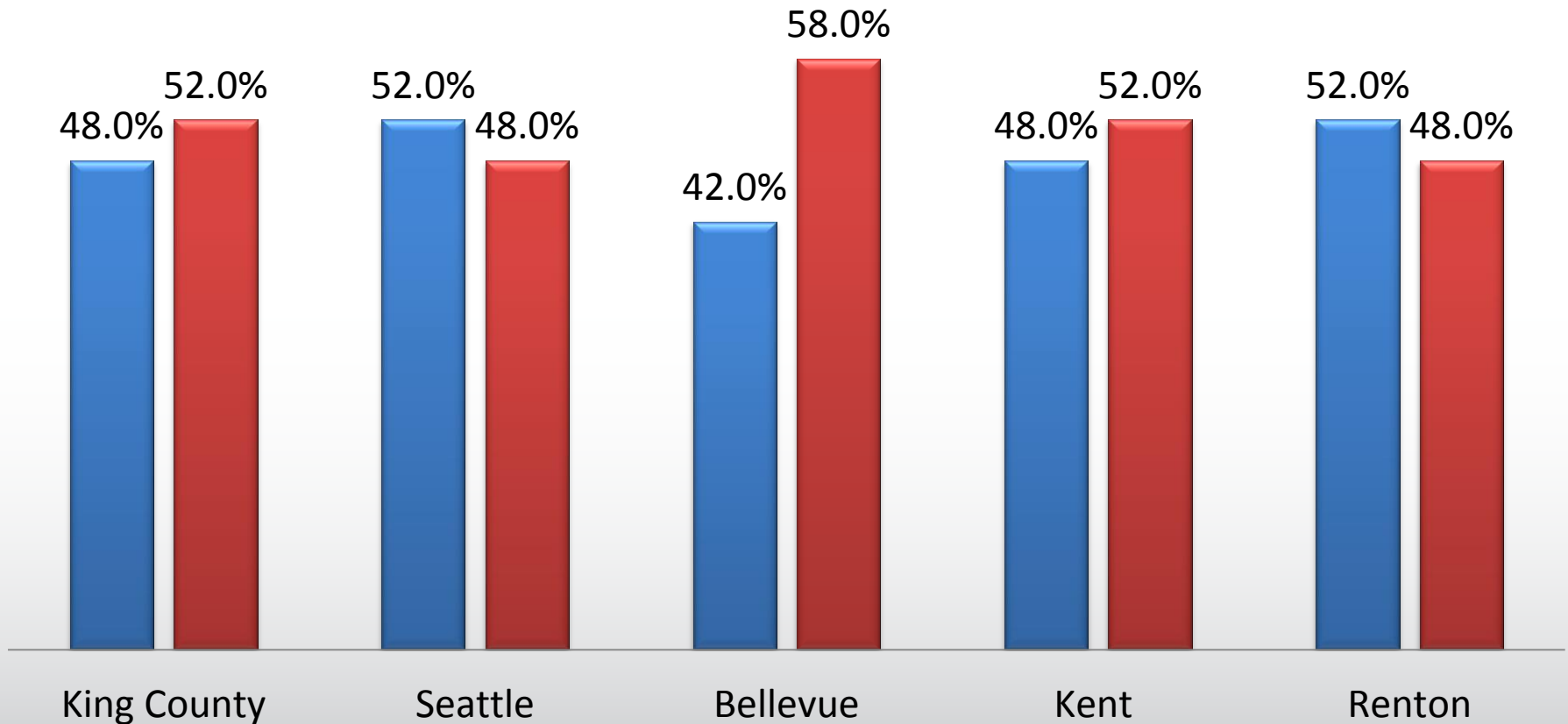
■ US Native Population ■ Foreign Born



Source: American Community Survey 5-Year Estimates 2010-2014

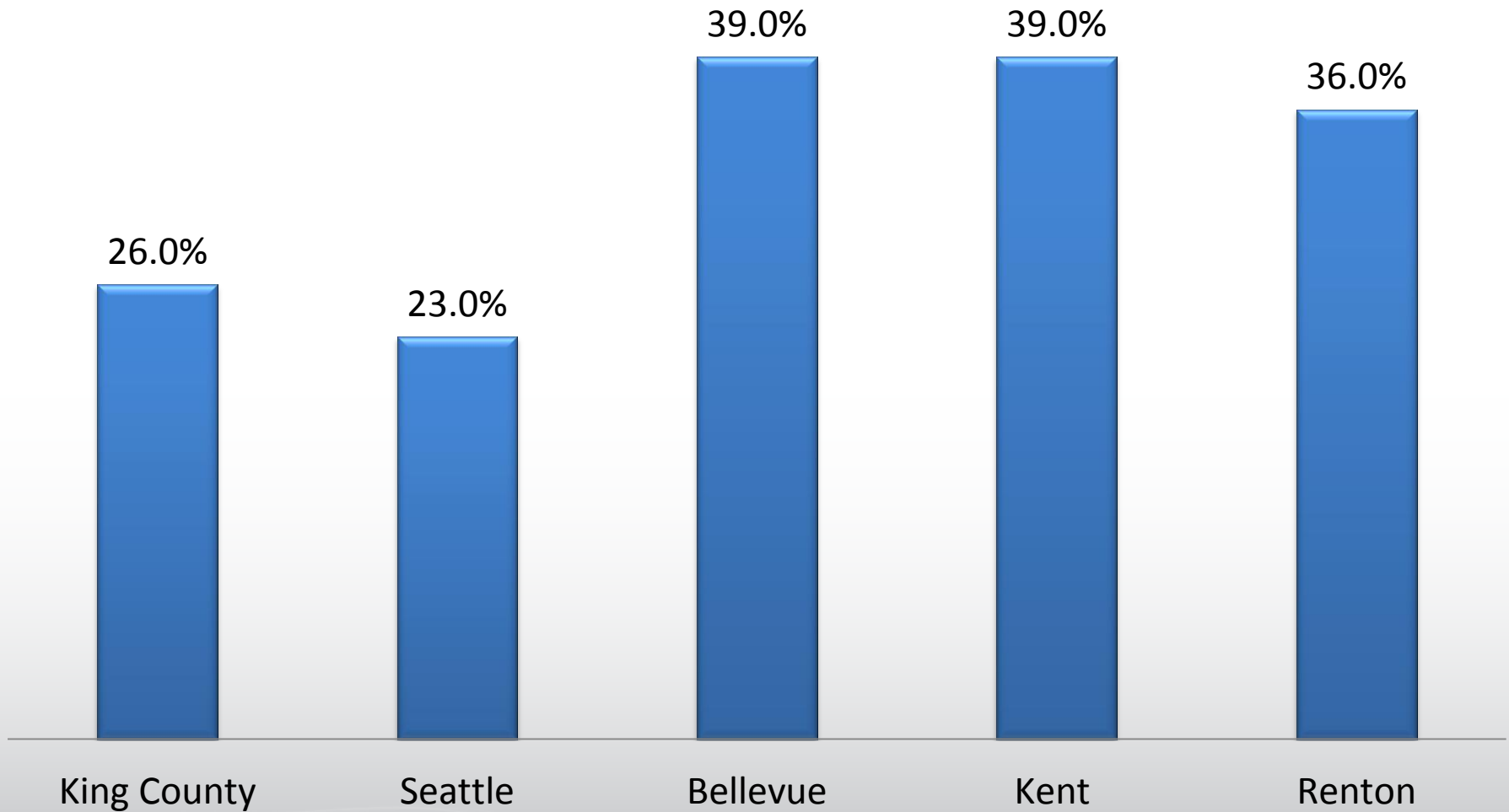
## Foreign Born Polulation - Citizenship

■ Naturalized Citizens ■ Not a US Citizen



Source: American Community Survey 5-Year Estimates 2010-2014

## Language Spoken at Home

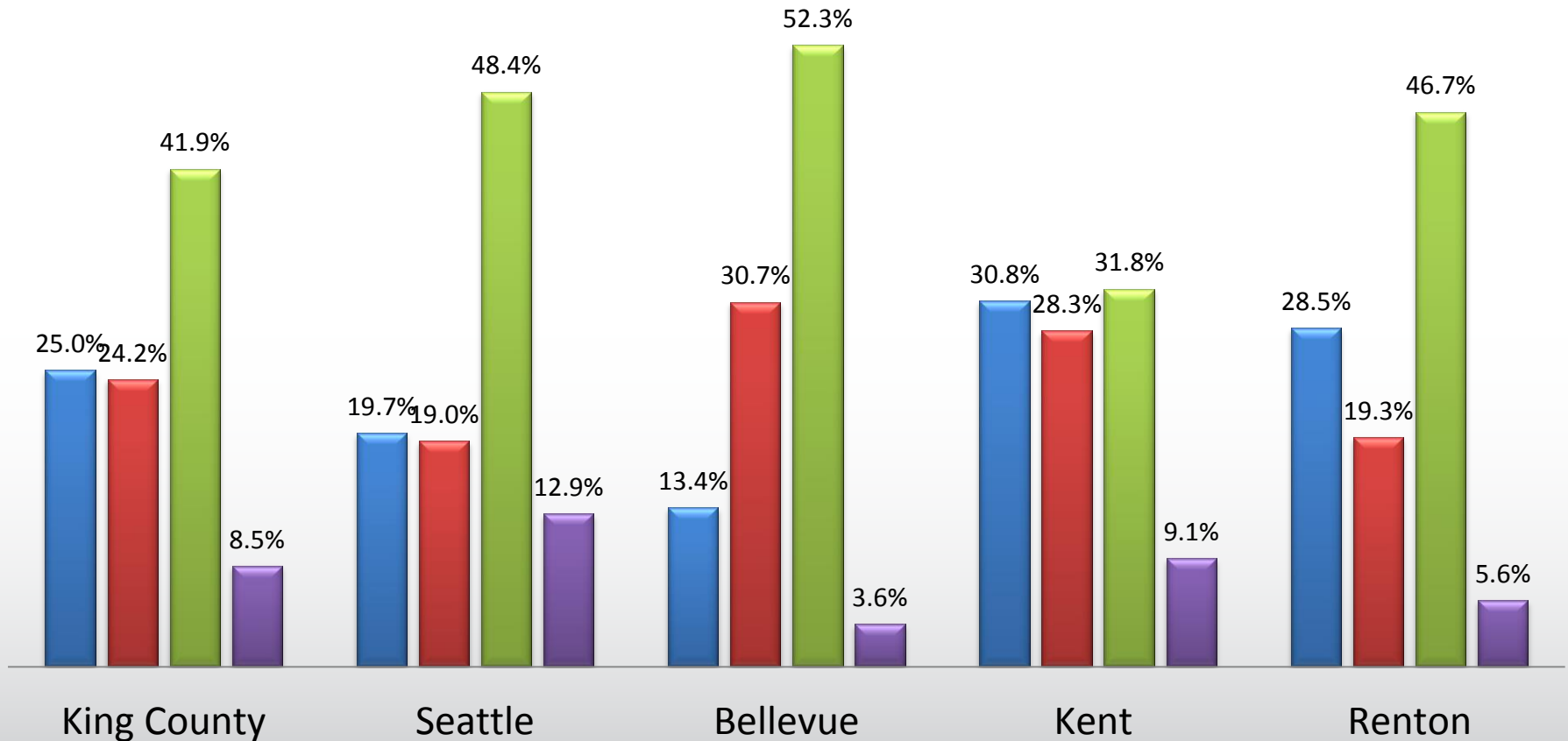


Source: American Community Survey 5-Year Estimates 2010-2014



# Language at Home

■ Spanish ■ Other Indo-European ■ Asian and Pacific ■ Another Languages

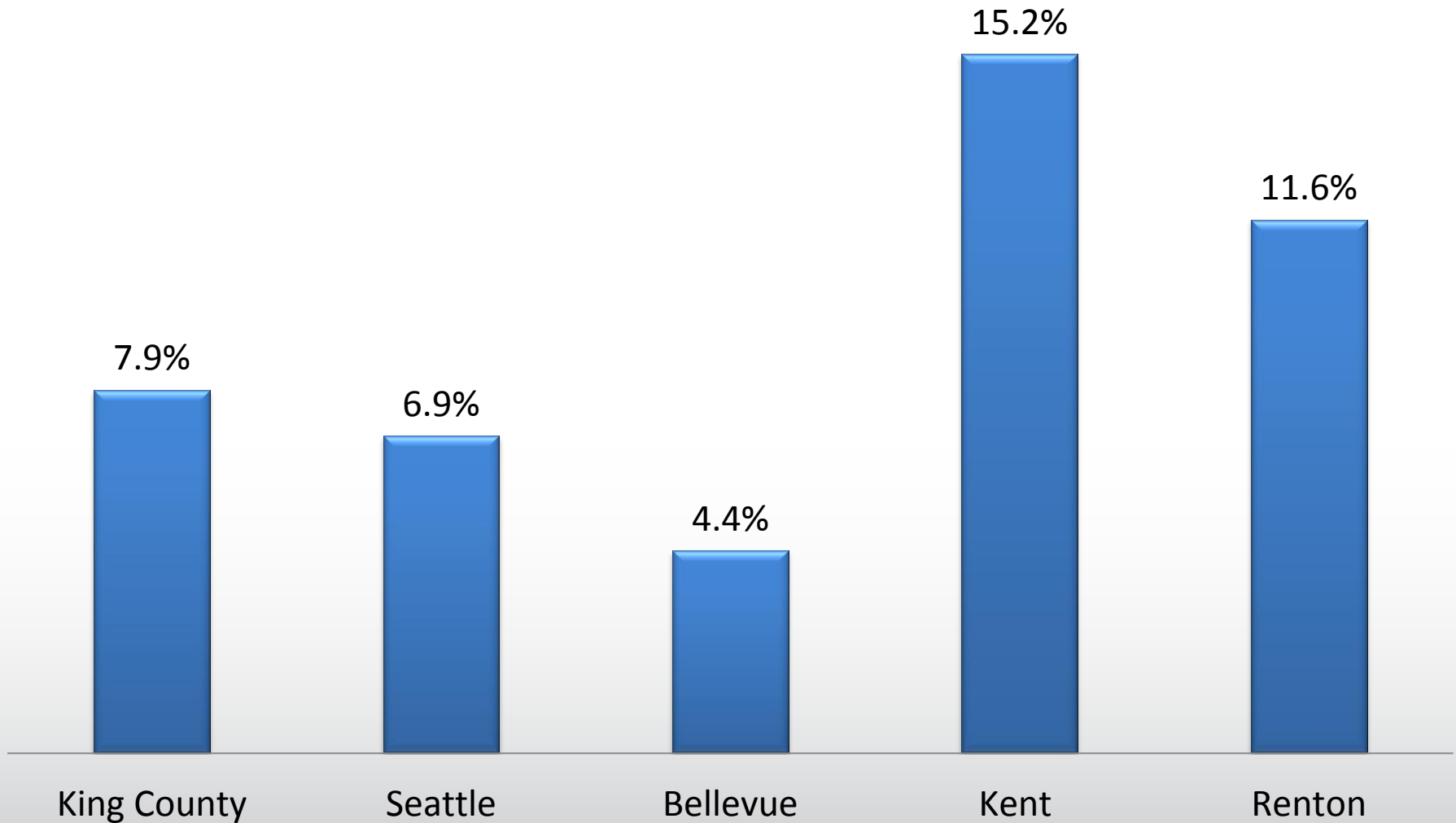


Source: American Community Survey 5-Year Estimates 2010-2014

# ► Scenario 2: Which City has the largest % High School Drop Outs?

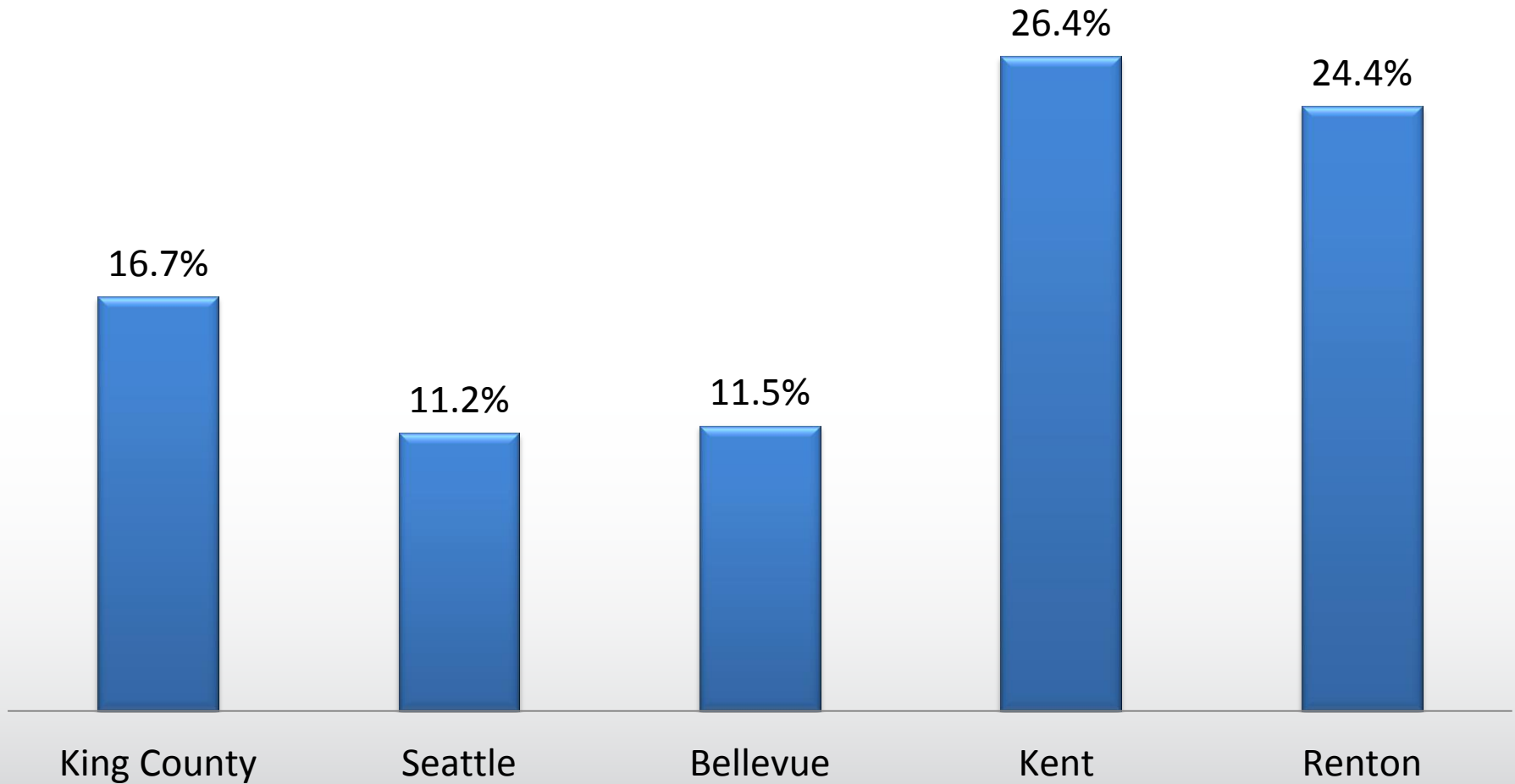
- Seattle
- Bellevue
- Kent
- Renton

## Less Than High School Diploma



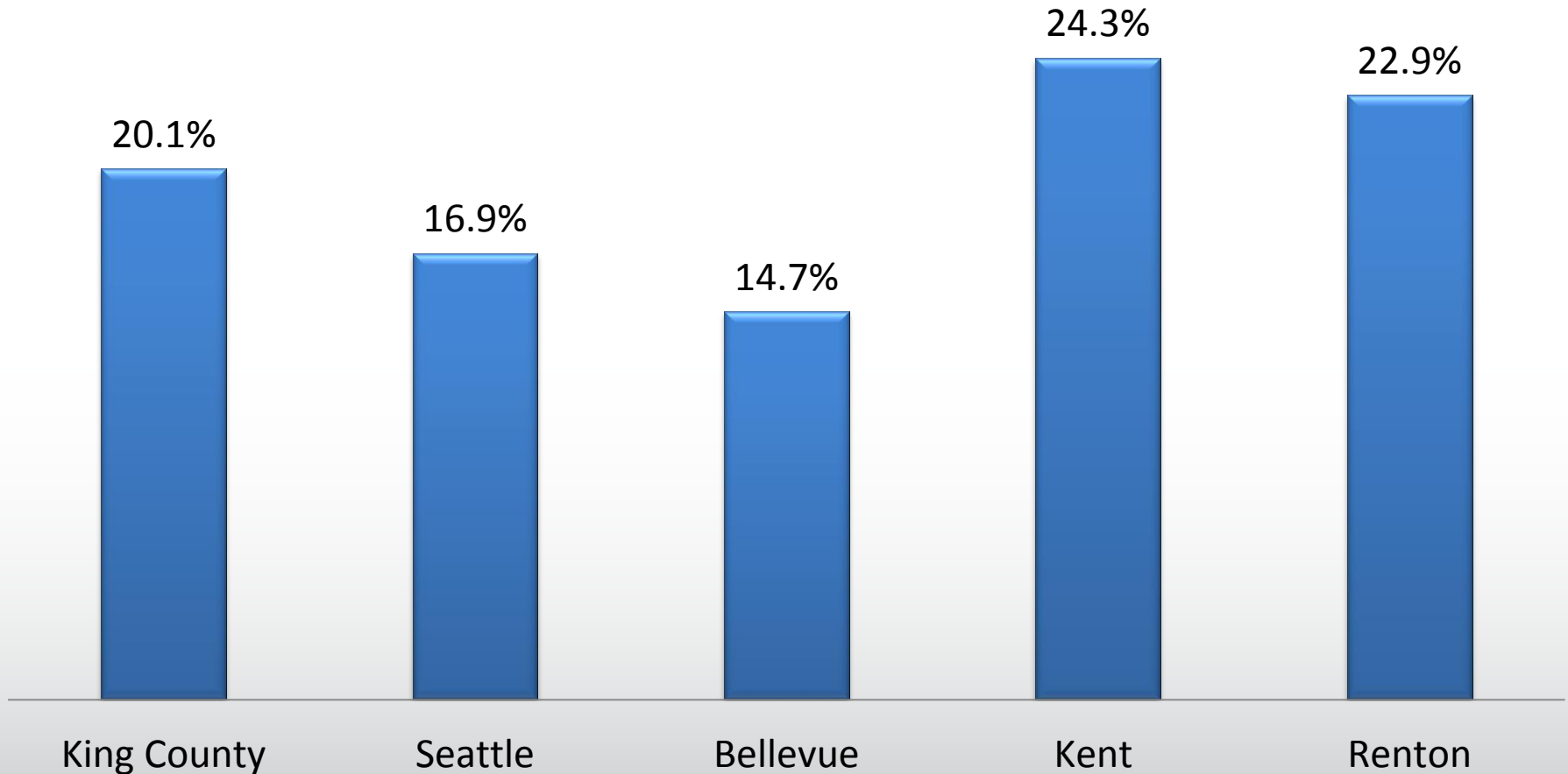
Source: American Community Survey 5-Year Estimates 2010-2014

## High School Diploma or Equivalent



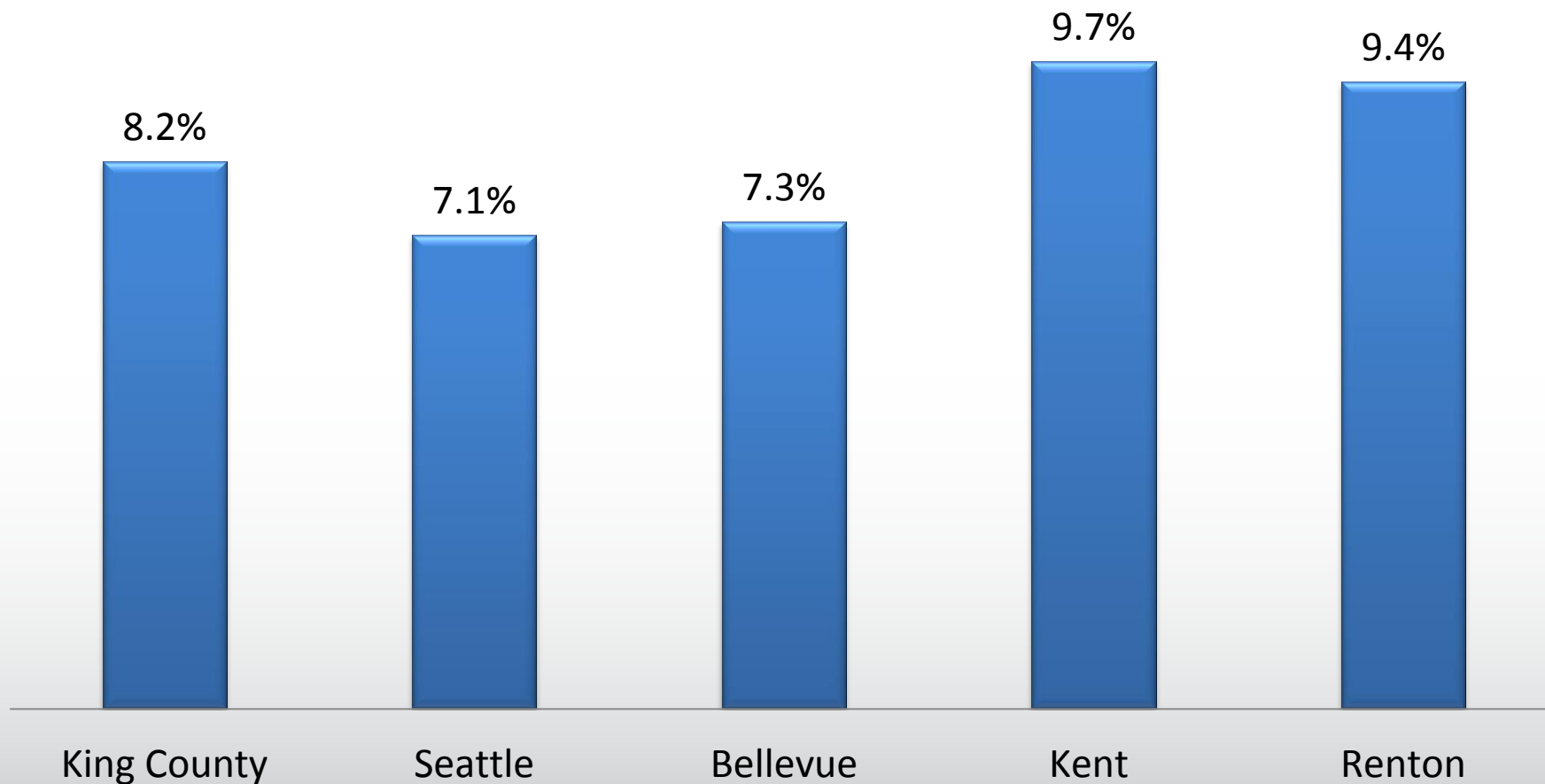
Source: American Community Survey 5-Year Estimates 2010-2014

## Some College - No Degree



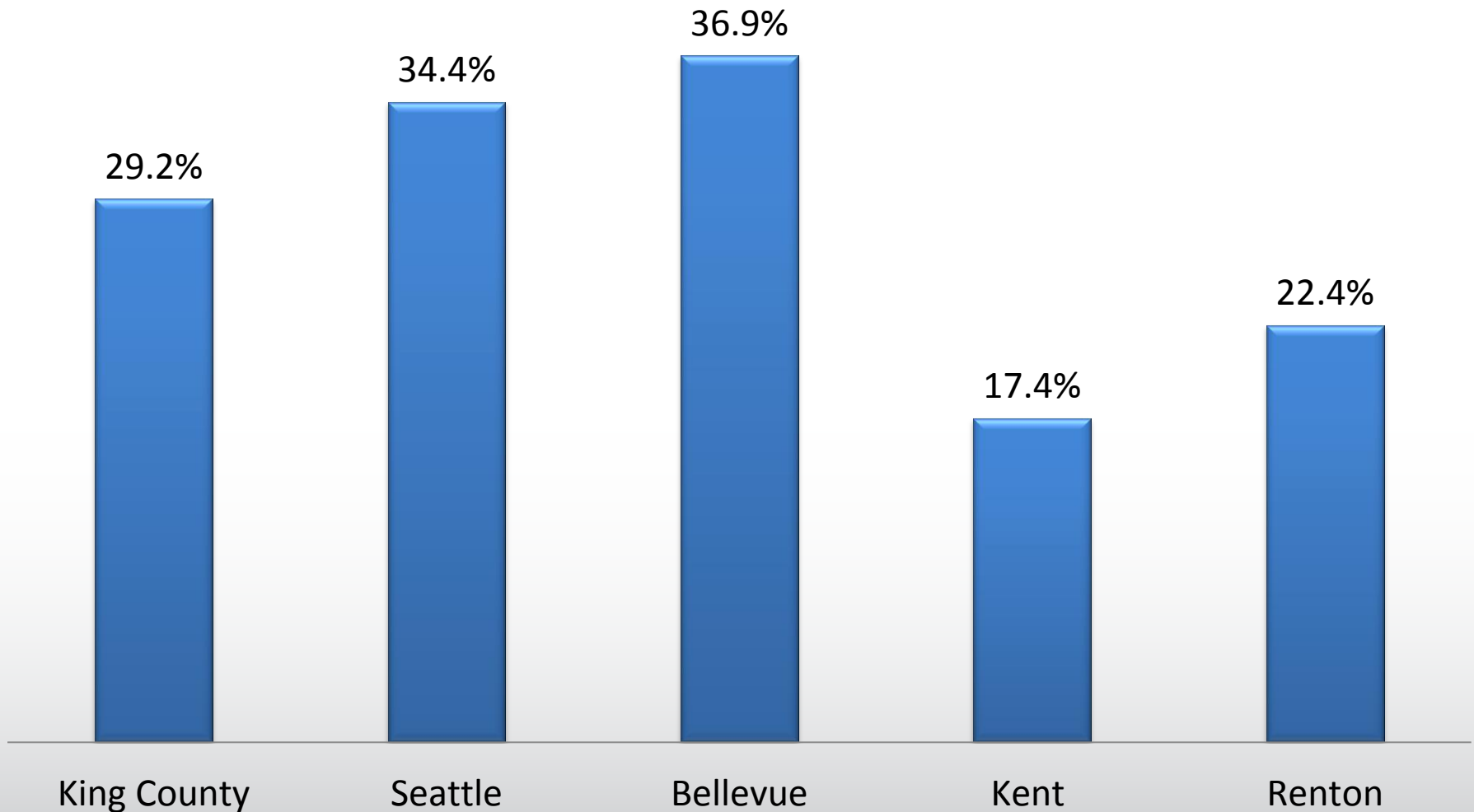
Source: American Community Survey 5-Year Estimates 2010-2014

## Associate's Degree



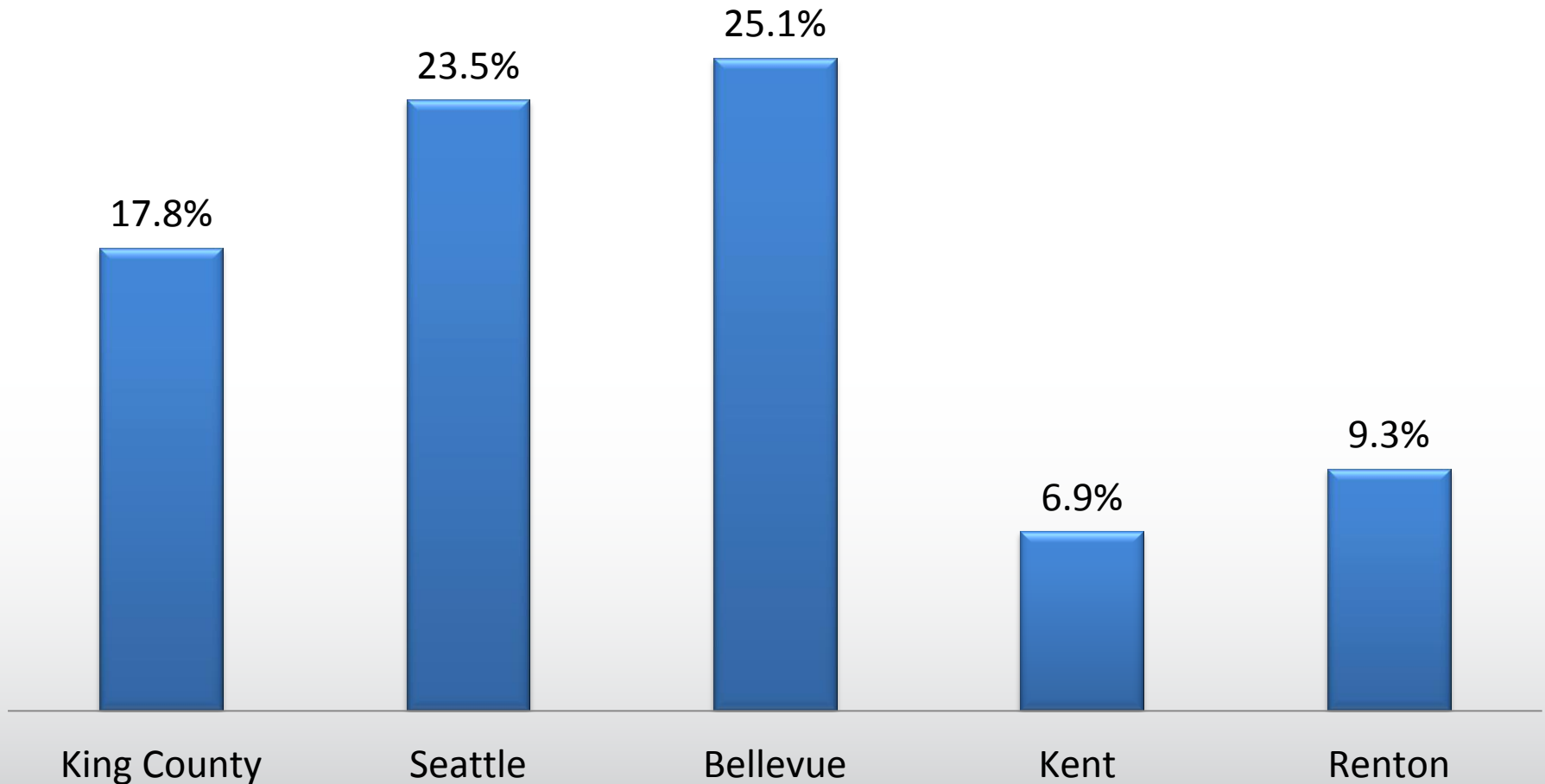
Source: American Community Survey 5-Year Estimates 2010-2014

## Bachelor's Degree



Source: American Community Survey 5-Year Estimates 2010-2014

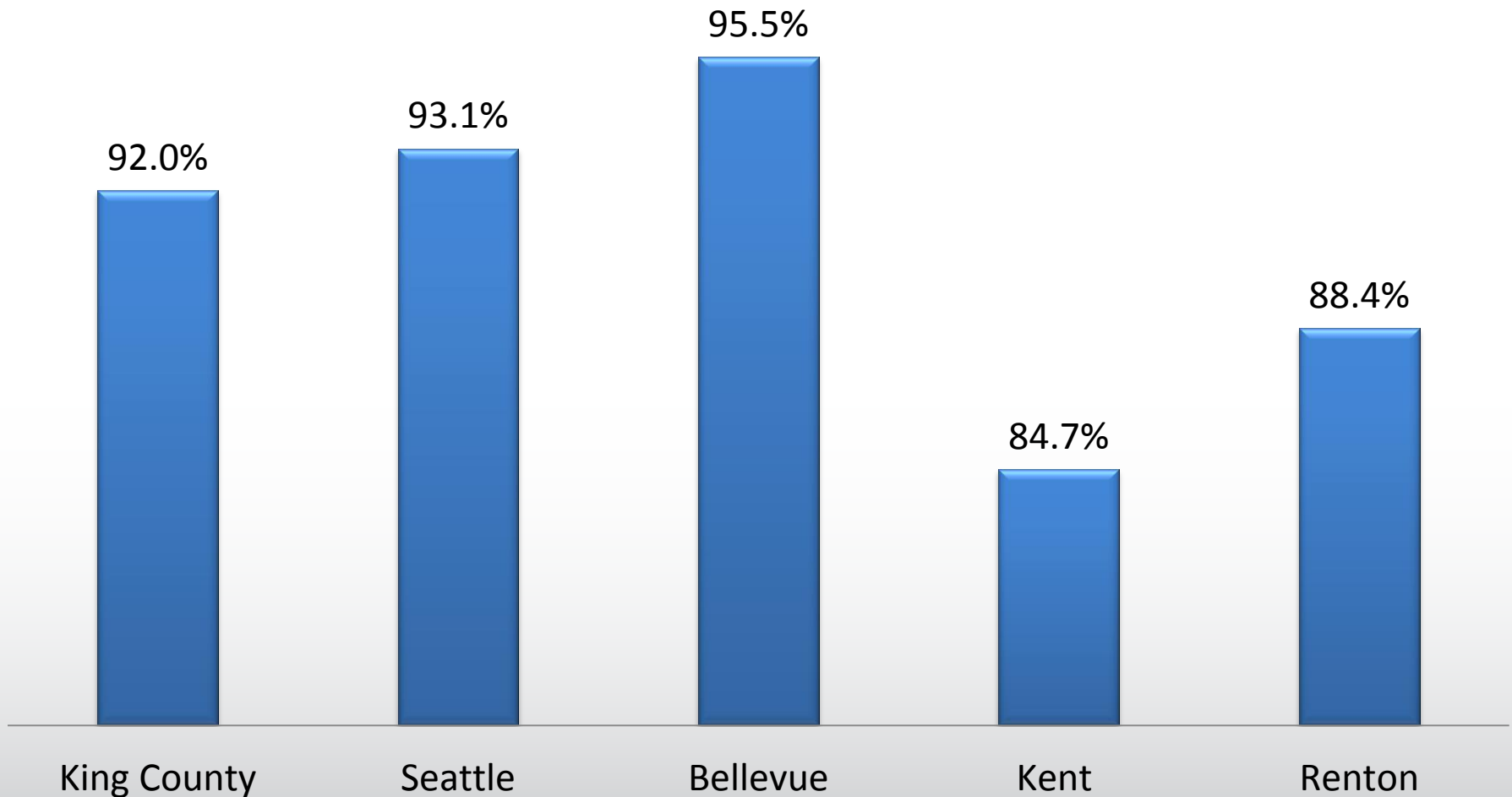
## Graduate or Professional Degree



Source: American Community Survey 5-Year Estimates 2010-2014

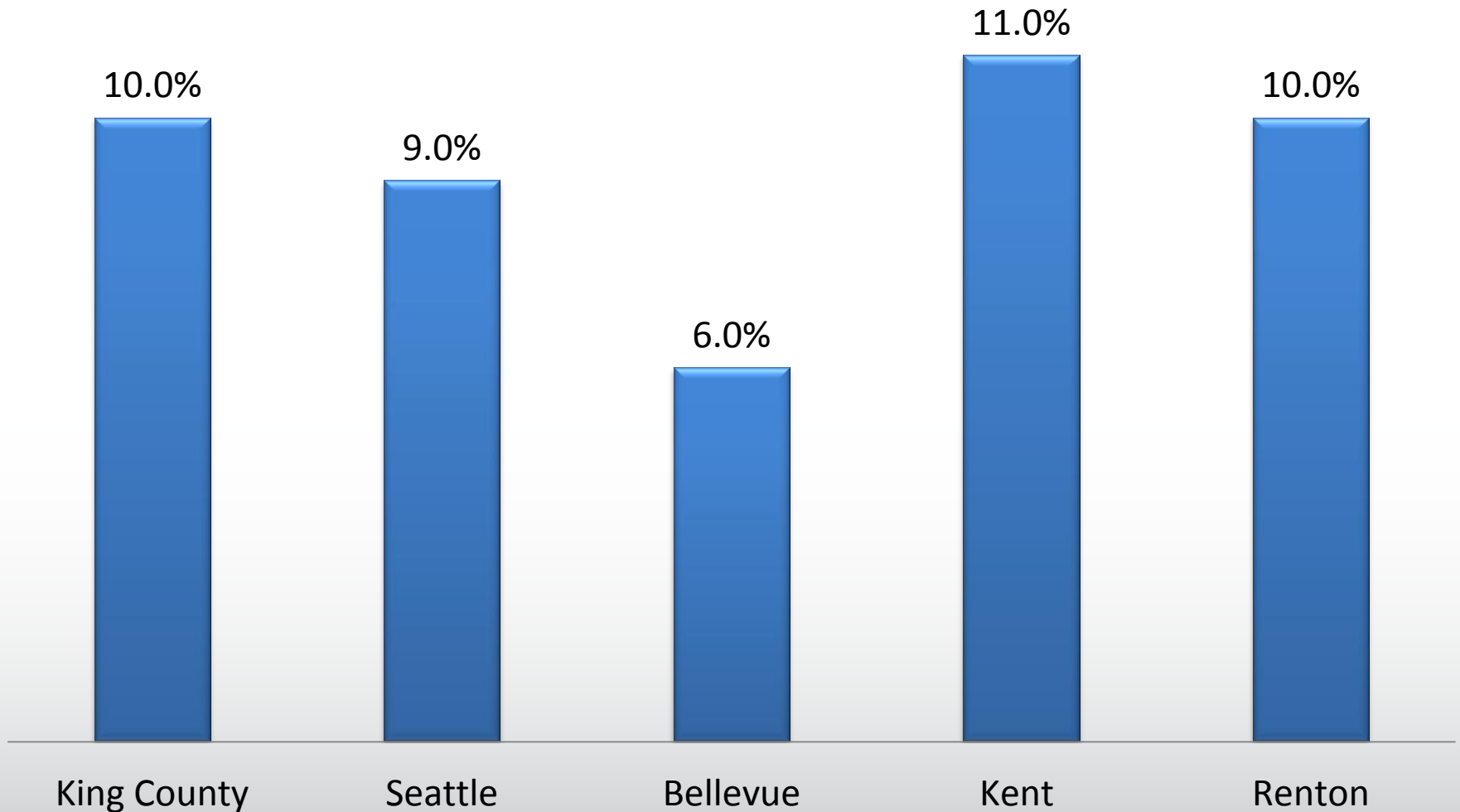


## High School or higher



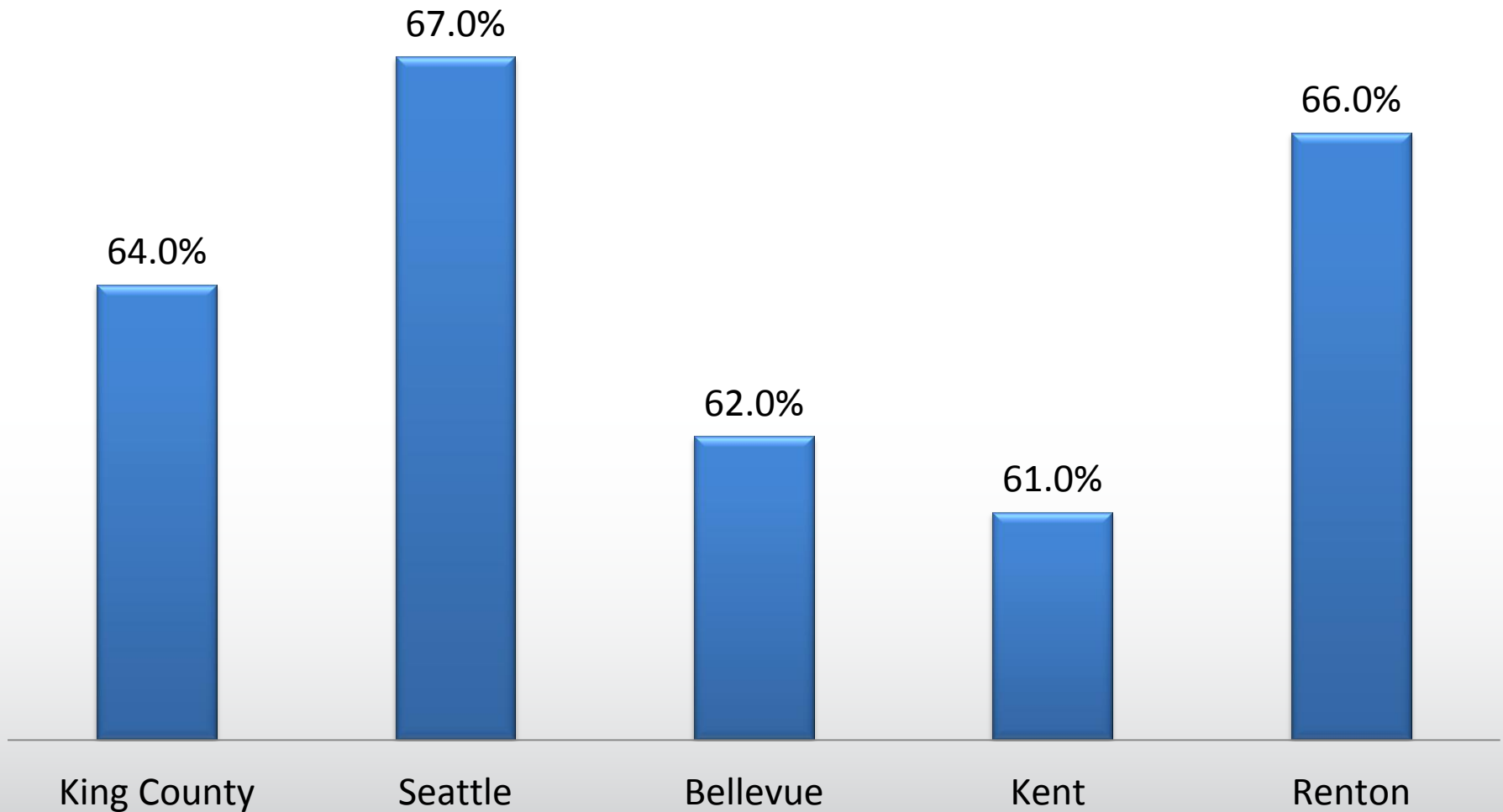
Source: American Community Survey 5-Year Estimates 2010-2014

## % of civilian population reporting a disability



Source: American Community Survey 5-Year Estimates 2010-2014

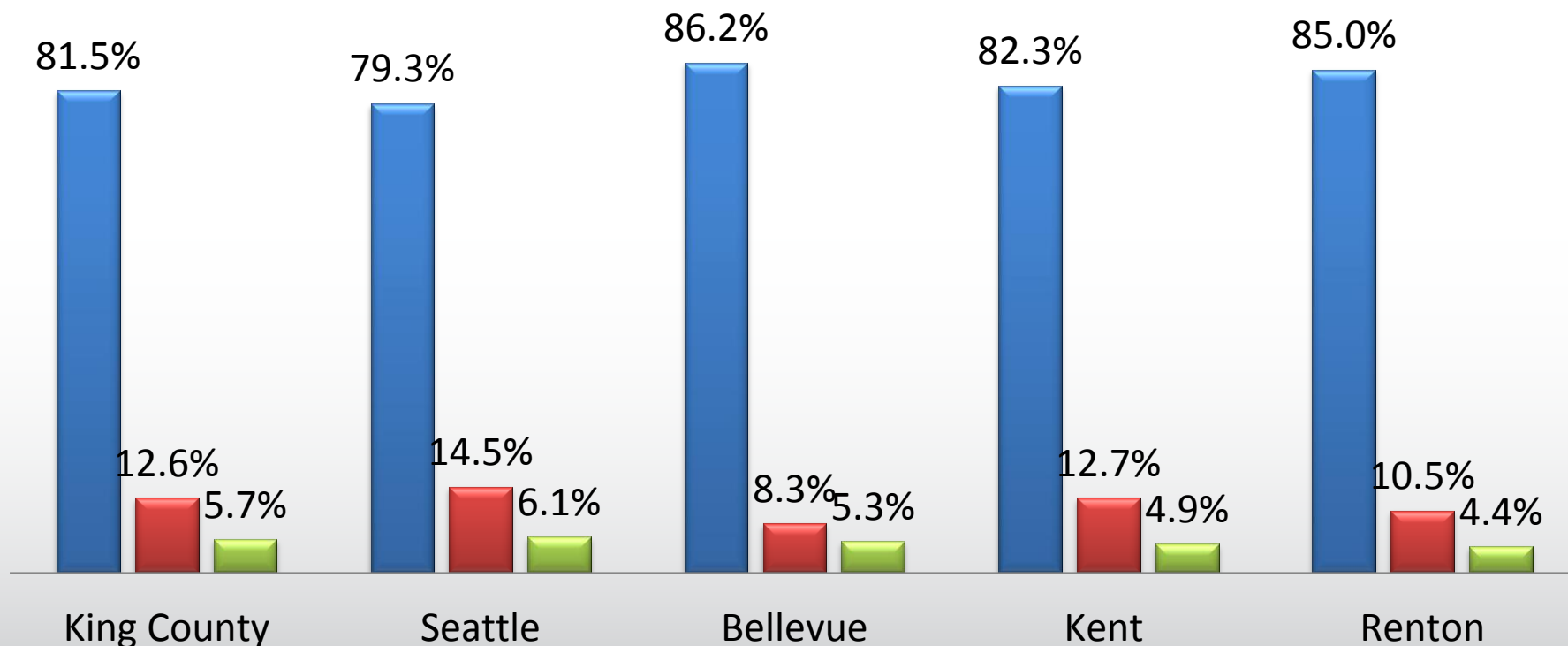
## % Population Employed



Source: American Community Survey 5-Year Estimates 2010-2014

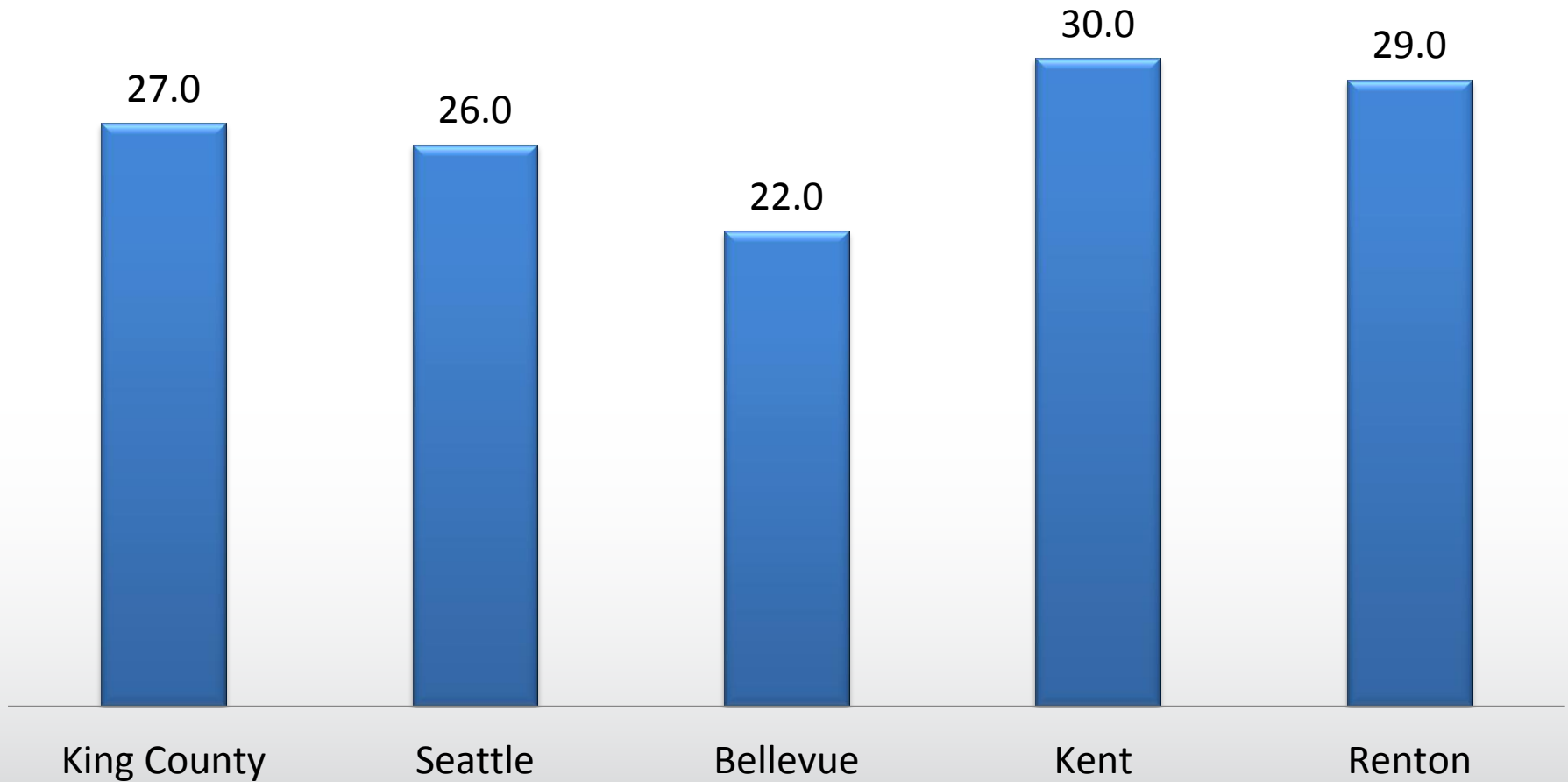
## Employer Type

- Private Wage & Salary workers
- Federal, state, or local government
- Self-employed (not incorporated business)



Source: American Community Survey 5-Year Estimates 2010-2014

## Commuting to Work (Mean Travel)

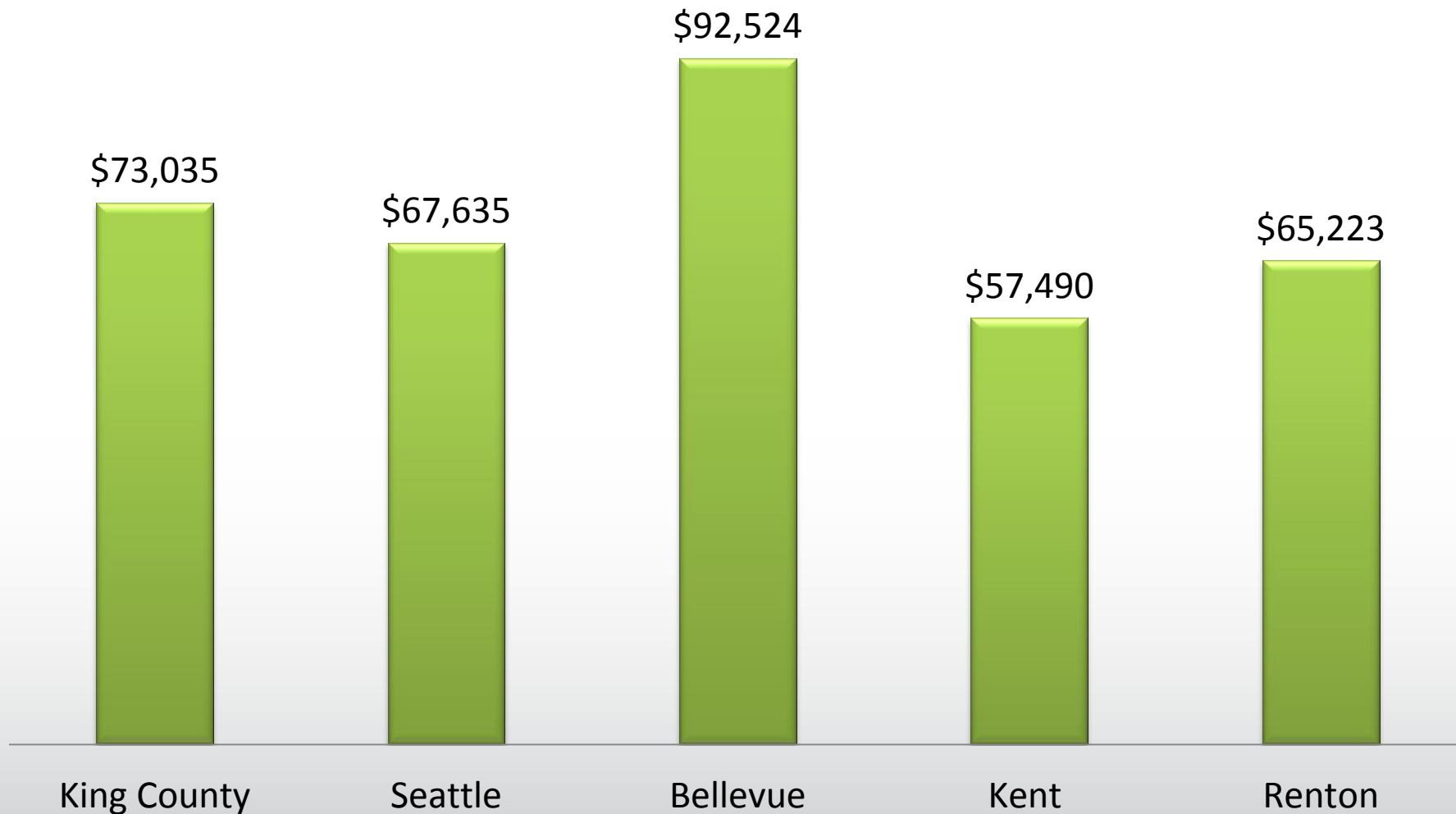


Source: American Community Survey 5-Year Estimates 2010-2014

# ► **Scenario 3:** Which Cities have the lowest and highest Median Household Incomes ?

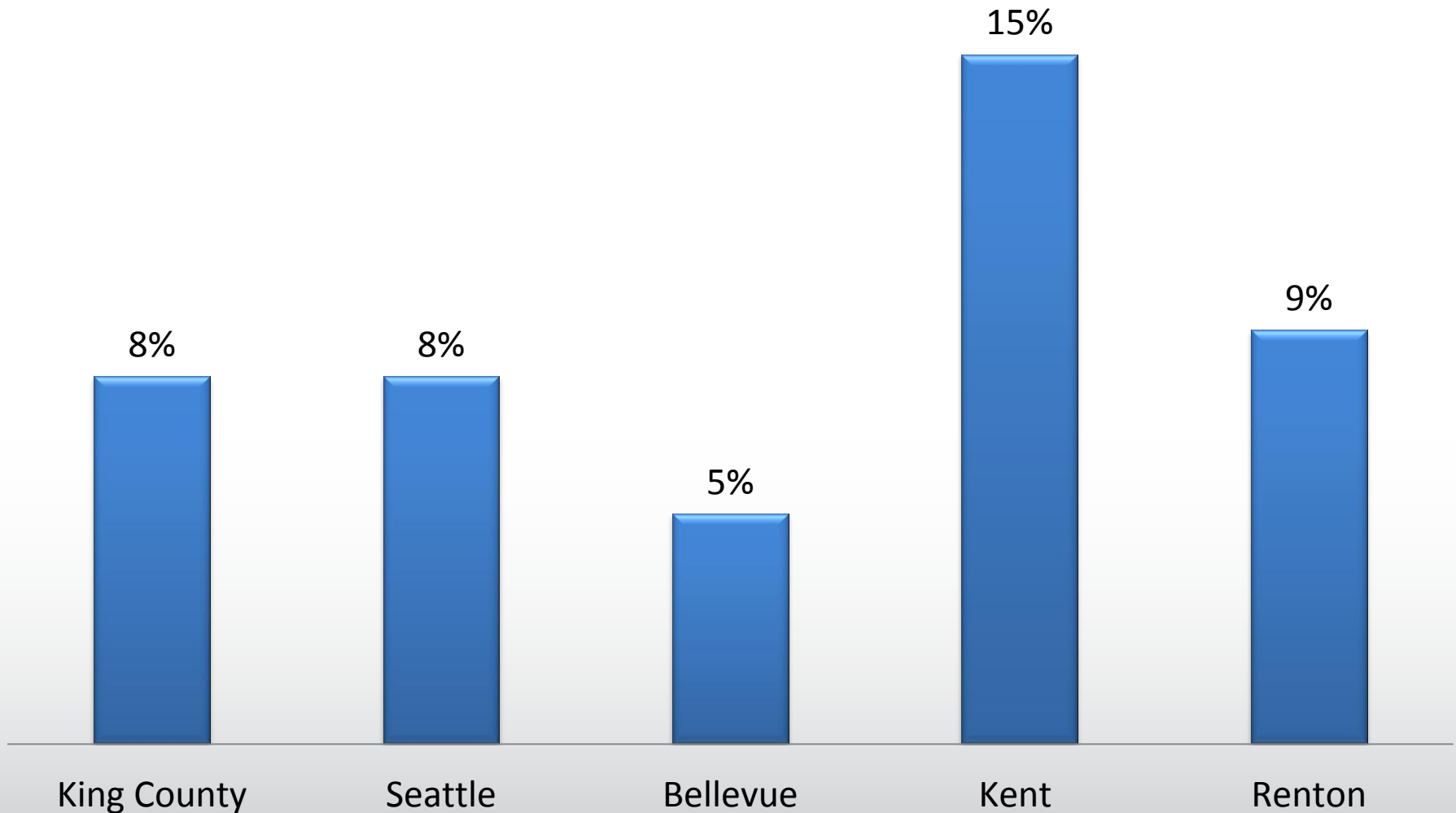
- Seattle
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- Renton

## Median Household Income



Source: American Community Survey 5-Year Estimates 2010-2014

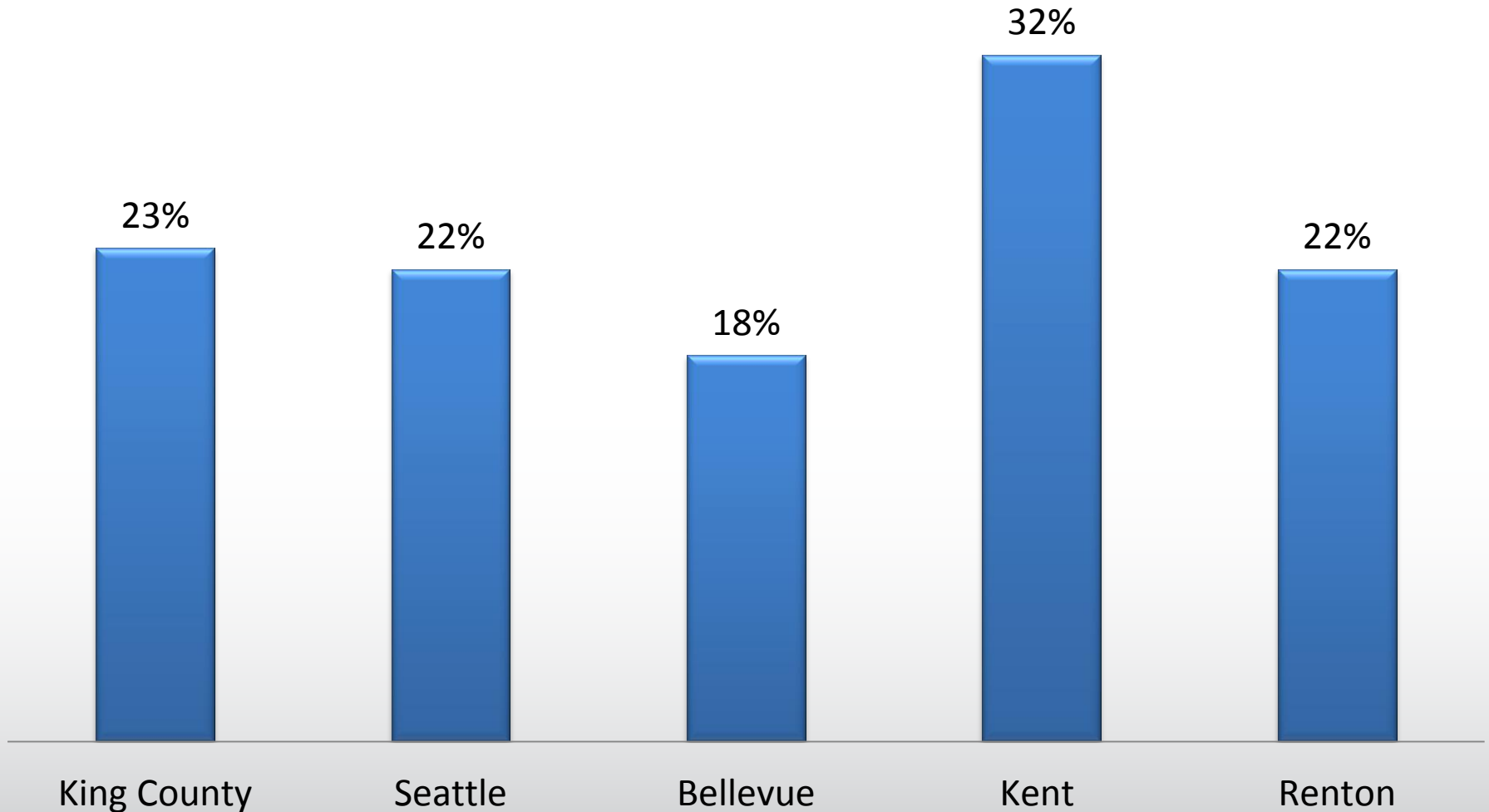
## Families below Poverty Level



Source: American Community Survey 5-Year Estimates 2010-2014

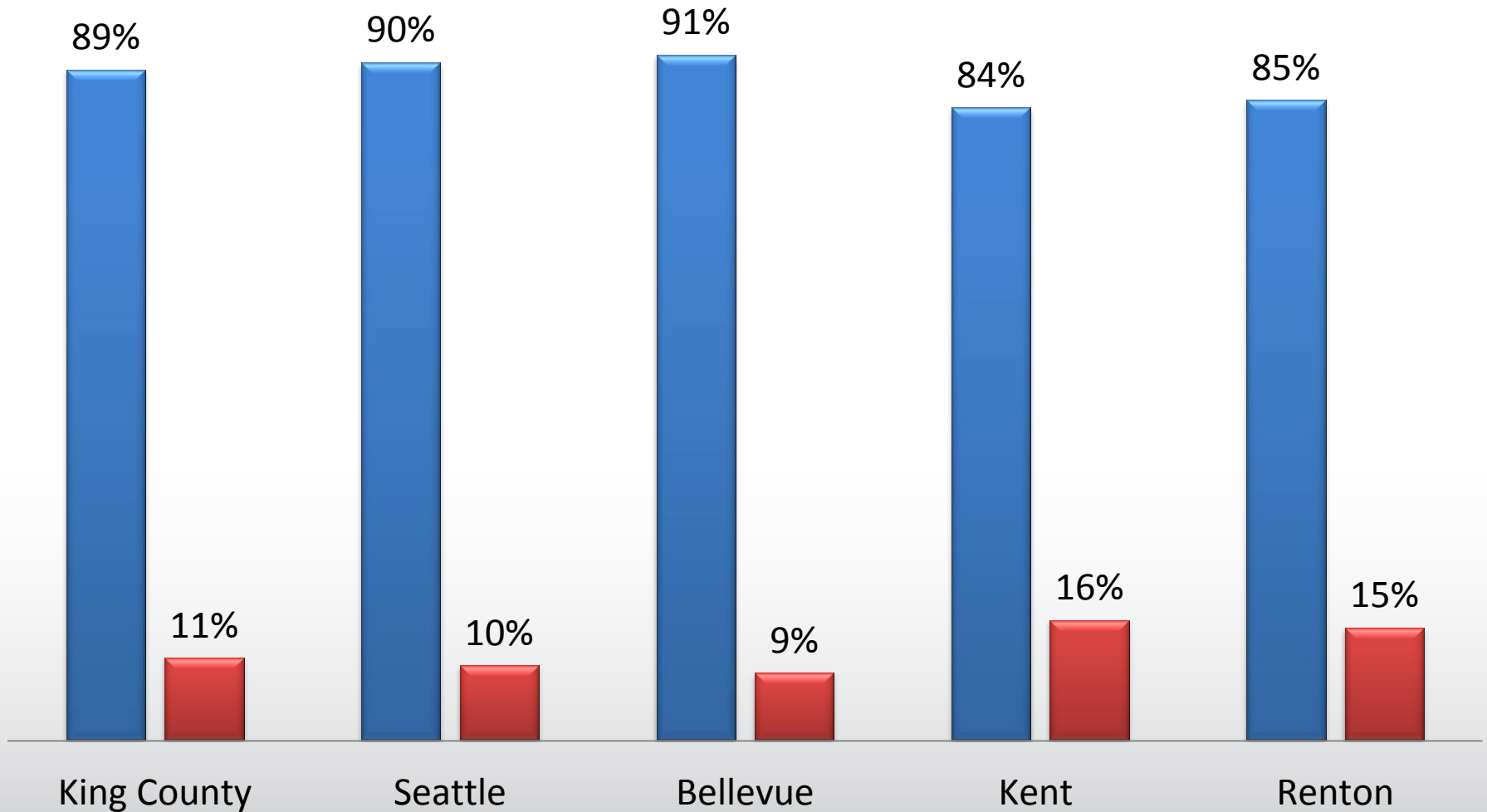


## Female Householder (no husband) below Poverty Level



Source: American Community Survey 5-Year Estimates 2010-2014

■ With Health Insurance    ■ No Health Insurance



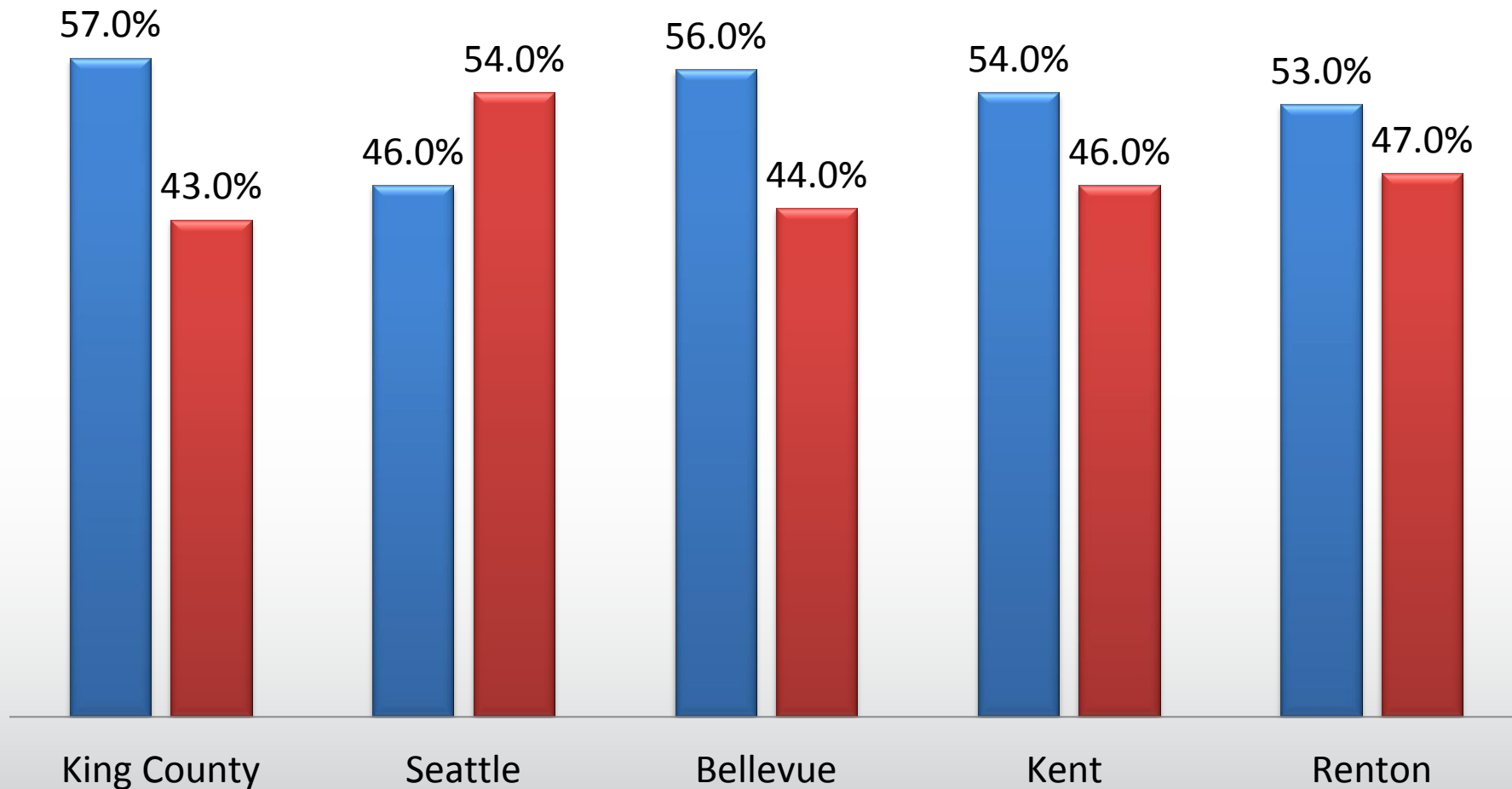
Source: American Community Survey 5-Year Estimates 2010-2014

# ► Scenario 4: Which City has a higher percentage of Renters?

- Seattle
- Bellevue
- Kent
- Renton

## Tenure

■ Owner Occupied ■ Renters



Source: American Community Survey 5-Year Estimates 2010-2014

# Margin of Error (MOE)

- **Margin of Error Definition:**  
A measure of the precision of an estimate at a given level of confidence (90%, 95%, 99%)
  - MOEs at the 90% confidence level for all published ACS estimates
- **Confidence Interval Definition:**  
A range that is expected to contain the population value of the characteristic with a known probability

**Note:** *The previous slides' data are not tested for statistical significance*

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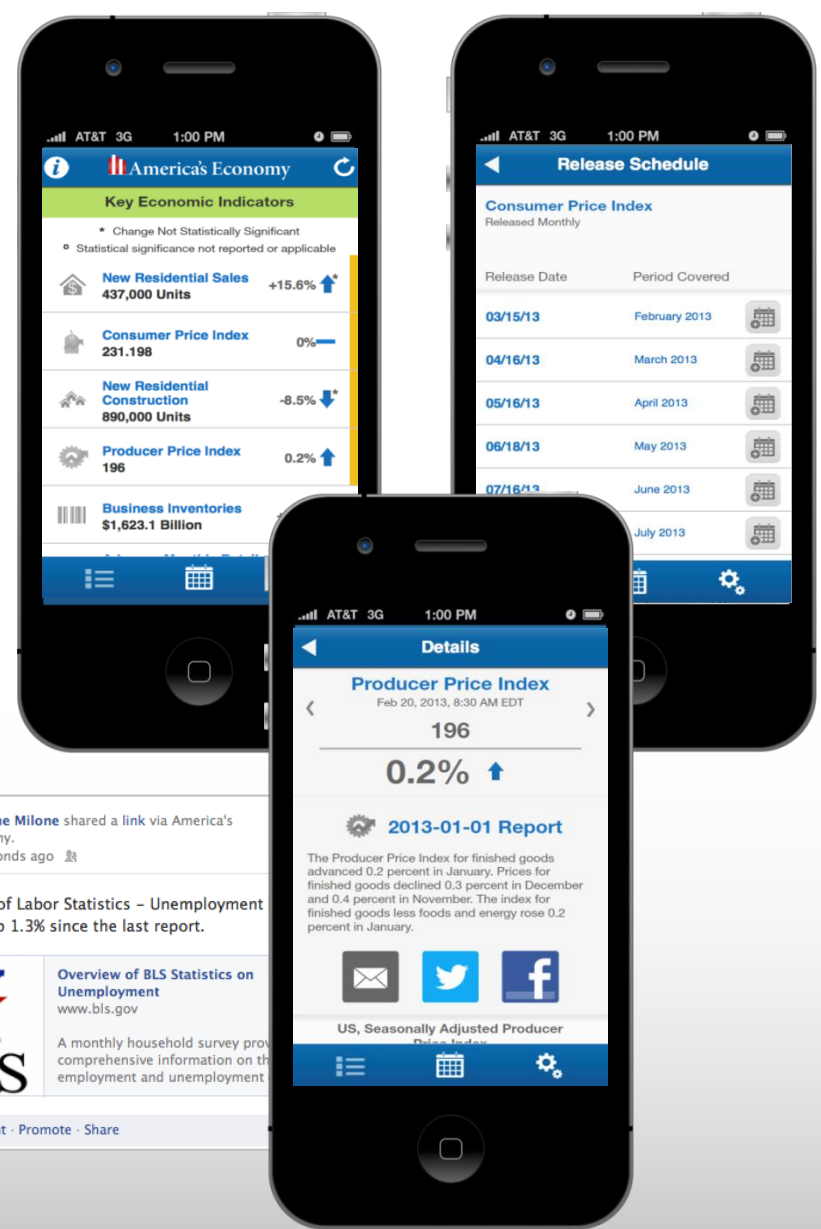
# Mobile Apps

*[census.gov/mobile](http://census.gov/mobile)*



# America's Economy

- Provides the latest data for the principal federal economic indicators, including BEA and BLS; 20 indicators
- Allows businesses to have this information at their finger tips when making important decisions everyday.
- Added BLS's Consumer Price Index (CPI), Producer Price Index (PPI) and Non-farm Payroll; Rental Vacancy Rates





# dwellr

- Uses your preferences to create a list of top 25 places and gives you information about each one.
- Uses the GPS feature in your phone to provide you with statistics for your current location.
- Uses statistics that are powered by the American Community Survey,

The advertisement features a dark background with orange and white text. At the top, it says "Discover the NEW Census Bureau App". Below this, there are three smartphone screens displaying the app's interface: one with a compass, one with a map, and one with a list of places. A large orange square with the "dwellr" logo is in the center. Below the logo, a text box explains the app's functionality. At the bottom, there are buttons for "Download Now" and "Available on the App Store".

**Discover the NEW Census Bureau App**

**dwellr**

Now you can discover new places in the United States right from your phone. The dwellr app matches U.S. Census Bureau statistics with your location preferences to introduce you to new travel destinations, relocation possibilities and interesting characteristics about your very own community.

Start your journey

Available on the App Store

Available on the iPhone App Store

**Download Now**

**dwellr**

1. me

2. my community

3. my ideal place

**Result**

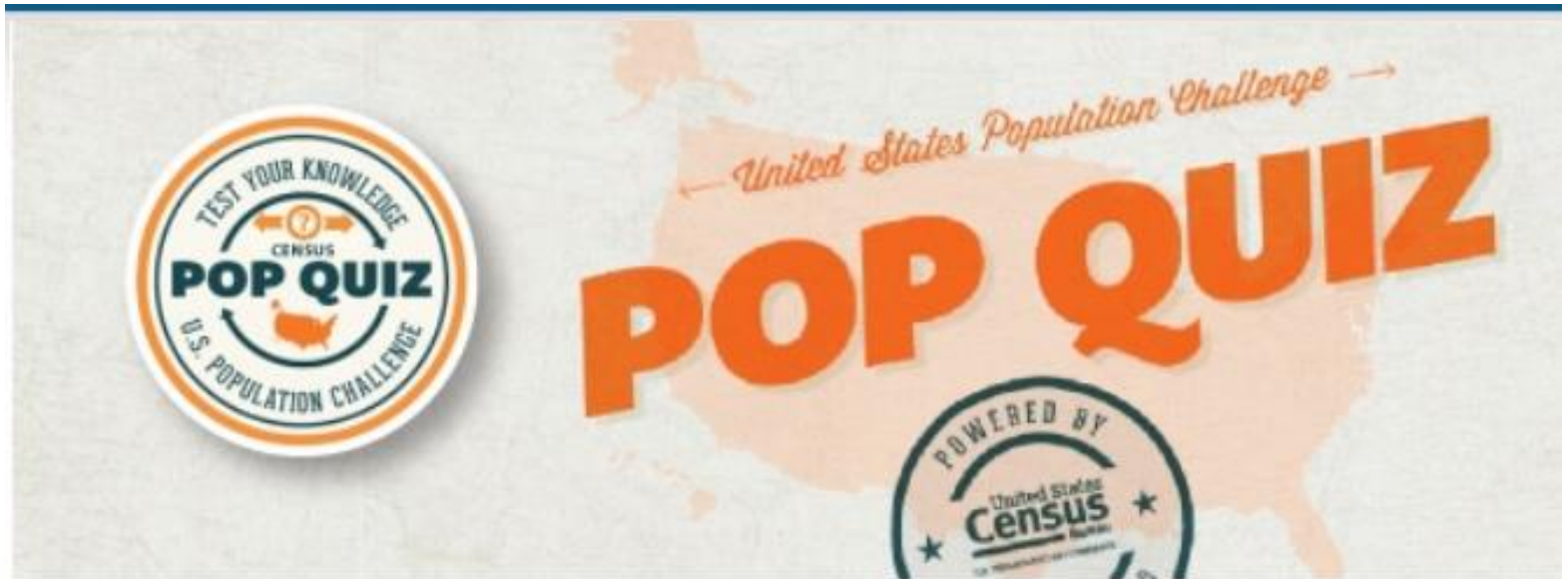
**New York, NY**

Explore more data about this location.

Total Population: 8,128,980  
Median Housing Value: \$514,900

Age: 20 to 34 yrs. old	25%
Marital Status: Married	43%
Education: Bachelor's Degree	19%

# POP QUIZ



- This new mobile app from the Census Bureau challenges a user's knowledge of the 50 states and the District of Columbia.
- Census PoP Quiz is available for download to Android and Apple products.

# Census Data Products

- Population Finder
- Quick Facts
- Business Builder
- Census Explorer
- Community Facts in AFF
- Narrative Profiles
- Address Search & Census Tract Data



## Contact Information:

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